

Supplementary Material:

Why Do Voters Prefer Local Candidates?

Evidence from a Danish Conjoint Survey Experiment

Niels Nyholt

Department of Political Science, Aarhus University, Denmark¹

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1. nn@ps.au.dk

Appendix A: Results from analysis in accordance with pre-registration

This study was pre-registered (The pre-registration for this study can be found at: <https://osf.io/u36ts>). I deviate from this plan in the main analysis. To avoid selective reporting, the results of the original analysis strategy are reported here.

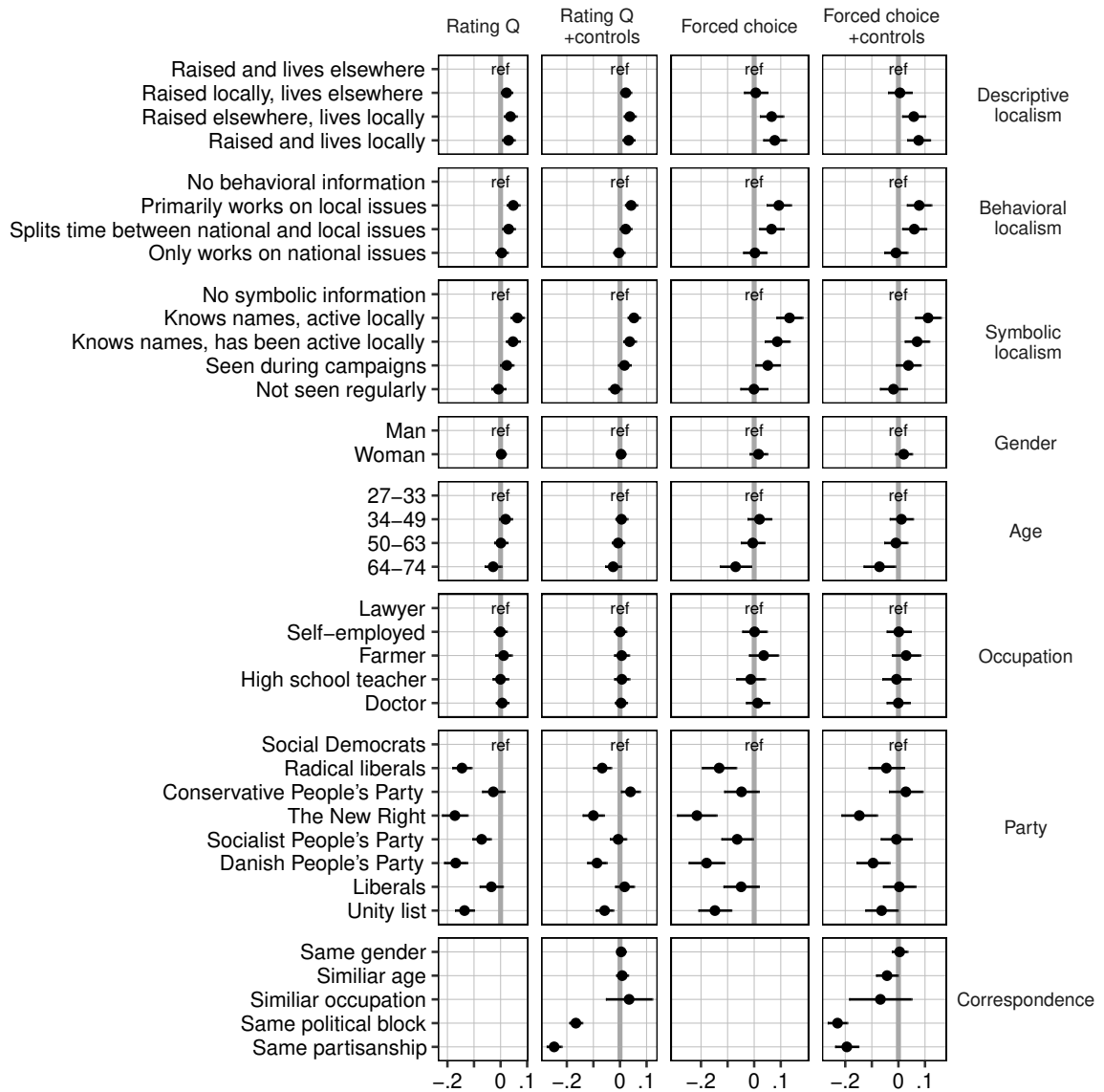
Following the pre-registered analysis strategy, I excluded 427 respondents from the analysis due to inattention. In the pre-registration, I set the cutoff at 4 minutes because I personally was unable to read and answer all the questions in less than 4 minutes. This leaves me with 594 respondents (out of a total of 1,021).

In the analysis strategy, all models are run with both the forced-choice and rating questions as dependent variables. Since I have no reason to believe that one or the other is more appropriate for the tests, I replicate all models with both outcomes. I also report the four combinations of the descriptive localism operationalization, rather than the estimates for living nearby and being raised in the local area separately.

To evaluate H1 and H2 (H1a and H1b in the pre-registration), I estimate average marginal component effects rather than marginal means. I use two different model specifications. The simple specification includes only candidate characteristics. The extended version, on the other hand, includes controls for the correspondence between candidate and respondent characteristics. It is thus more similar to the specification reported in the main analysis. This gives me a total of four models, which are shown in figure A1.

The results in Figure A1 closely match those reported in Figure 1. Respondents favor candidates with high levels of descriptive localism, behavioral localism, and symbolic localism which support H1 and H2.

Figure A1: Test of H1 and H2 - Estimated AMCE of each candidate attribute level as well as AMCE of correspondence between candidate and respondent characteristics



Note: All AMCEs are estimated compared to the baseline level (ref) of the attribute, with standard errors clustered at the respondent level. Bars show 95% confidence intervals.

In the pre-registration, H3 (H2 in the pre-registration) was to be tested with a set of interaction models. In Table A1 and Table A2 I report the models as specified in the analysis strategy. The focus is on how the effect of the candidate's descriptive localism is affected by the presence or absence of information about the candidate's behavioral localism or symbolic localism. Therefore, I dichotomized the candidate's behavioral localism and symbolic localism in the original analysis strategy. This limits the total number of interactions to 9. In table A2, I distinguish between high and low levels of behavioral localism and symbolic localism, which increases the total number of interactions to 16. In both cases, I underestimated the power required to efficiently estimate so many interactions. Thus, none of the estimates reach conventional levels of significance.

These results do not contradict the results of the main analysis. However, they do not add much support either. They are included here for the sake of transparency.

In table A3, I report the indicated test of H4 (H3 in the pre-registration). Here, I interact the candidates' local attachment with respondents' scores on the local identification scale. Again, the proposed model is too demanding for the data. Almost all coefficients fail to reach conventional levels of statistical significance, mainly due to a lack of statistical power. The results are fully consistent with the findings in the main analysis, as I find no significant differences in preference for local candidates between strong and weak identifiers. However, I do not consider this to be a meaningful test of H4 due to the lack of statistical power.

Table A1: Test of H3 - The interaction effects between the candidate's descriptive localism, behavioral localism, and symbolic localism on the respondent's favorability towards the candidates (simple specification)

	Dependent variable:			
	Rating Q		Forced choice	
	Model 1	Model 2	Model 3	Model 4
(Intercept)	0.38*** (0.03)	0.23*** (0.03)	0.50*** (0.06)	0.30*** (0.06)
<i>Descriptive localism: ref = Raised and lives elsewhere</i>				
Raised and lives locally	0.04 (0.03)	0.05 (0.03)	0.03 (0.06)	0.05 (0.06)
Raised elsewhere, lives locally	0.06 (0.03)	0.05 (0.03)	0.02 (0.06)	0.02 (0.06)
Raised locally, lives elsewhere	0.02 (0.03)	0.01 (0.03)	-0.07 (0.06)	-0.06 (0.06)
<i>Behavioral localism: ref = No behavioral information</i>				
Behavioral information available	0.04 (0.03)	0.03 (0.03)	0.04 (0.05)	0.04 (0.05)
<i>Symbolic localism: ref = No symbolic information</i>				
Symbolic information available	0.03 (0.03)	0.01 (0.03)	0.03 (0.06)	0.02 (0.05)
<i>Interactions:</i>				
Raised and lives locally * Behavioral information available	-0.02 (0.03)	-0.03 (0.02)	-0.02 (0.05)	-0.02 (0.05)
Raised elsewhere, lives locally * Behavioral information available	-0.03 (0.03)	-0.04 (0.02)	-0.00 (0.05)	-0.02 (0.05)
Raised locally, lives elsewhere * Behavioral information available	-0.00 (0.03)	-0.01 (0.03)	0.09 (0.05)	0.06 (0.05)
Raised and lives locally * Symbolic information available	0.00 (0.03)	0.01 (0.03)	0.08 (0.06)	0.06 (0.06)
Raised elsewhere, lives locally * Symbolic information available	0.00 (0.03)	0.01 (0.03)	0.06 (0.05)	0.06 (0.05)
Raised locally, lives elsewhere * Symbolic information available	0.00 (0.03)	0.01 (0.03)	0.02 (0.06)	0.03 (0.06)
Behavioral information available * Symbolic information available	-0.00 (0.02)	0.01 (0.02)	-0.01 (0.05)	-0.01 (0.05)
Controls for correspondence	No	Yes	No	Yes
Adj. R ²	0.05	0.23	0.03	0.12
Num. obs.	5272	5001	4092	3838
N Clusters	561	528	548	512

Note: All models include controls for the candidates remaining characteristics (age, gender, occupation, partisanship). Controls for correspondence refer to controls for correspondence between the candidate's characteristics and the respondent's characteristics. Robust standard errors clustered at the respondent level. *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Table A2: Test of H3 - The interaction effects between the candidate's descriptive localism, behavioral localism, and symbolic localism on the respondent's favorability towards the candidates (advanced specification)

	Dependent variable:			
	Rating Q		Forced choice	
	Model 1	Model 2	Model 3	Model 4
(Intercept)	0.38*** (0.03)	0.23*** (0.03)	0.50*** (0.06)	0.30*** (0.06)
<i>Descriptive localism: ref = Raised and lives elsewhere</i>				
Raised and lives locally	0.04 (0.03)	0.05 (0.03)	0.03 (0.06)	0.05 (0.06)
Raised elsewhere, lives locally	0.06 (0.03)	0.05 (0.03)	0.02 (0.06)	0.02 (0.06)
Raised locally, lives elsewhere	0.02 (0.03)	0.02 (0.03)	-0.07 (0.06)	-0.06 (0.06)
<i>Behavioral localism: ref = No behavioral information</i>				
Low behavioral localism	-0.02 (0.03)	-0.02 (0.03)	-0.08 (0.06)	-0.07 (0.06)
High behavioral localism	0.07* (0.03)	0.05* (0.03)	0.10 (0.06)	0.10 (0.06)
<i>Symbolic localism: ref = No symbolic information</i>				
Low symbolic localism	0.01 (0.03)	-0.01 (0.03)	0.02 (0.06)	0.01 (0.06)
High symbolic localism	0.06 (0.03)	0.03 (0.03)	0.04 (0.06)	0.02 (0.06)
<i>Interactions:</i>				
Raised and lives locally * Low behavioral localism	0.01 (0.03)	-0.01 (0.03)	0.07 (0.06)	0.06 (0.06)
Raised elsewhere, lives locally * Low behavioral localism	0.02 (0.03)	-0.01 (0.03)	0.11 (0.06)	0.08 (0.06)
Raised locally, lives elsewhere * Low behavioral localism	0.03 (0.03)	0.01 (0.03)	0.18** (0.06)	0.13* (0.06)
Raised and lives locally * High behavioral localism	-0.03 (0.03)	-0.03 (0.03)	-0.06 (0.06)	-0.06 (0.05)
Raised elsewhere, lives locally * High behavioral localism	-0.05 (0.03)	-0.05 (0.03)	-0.06 (0.05)	-0.06 (0.05)
Raised locally, lives elsewhere * High behavioral localism	-0.01 (0.03)	-0.01 (0.03)	0.04 (0.05)	0.02 (0.05)
Raised and lives locally * Low symbolic localism	0.02 (0.03)	0.01 (0.03)	0.08 (0.06)	0.05 (0.06)
Raised elsewhere, lives locally * Low symbolic localism	0.01 (0.03)	0.02 (0.03)	0.06 (0.06)	0.06 (0.06)
Raised locally, lives elsewhere * Low symbolic localism	0.02 (0.03)	0.02 (0.03)	0.04 (0.06)	0.03 (0.06)
Raised and lives locally * High symbolic localism	-0.01 (0.03)	-0.01 (0.03)	0.07 (0.06)	0.06 (0.06)
Raised elsewhere, lives locally * High symbolic localism	-0.00 (0.03)	0.01 (0.03)	0.07 (0.06)	0.07 (0.06)
Raised locally, lives elsewhere * High symbolic localism	-0.01 (0.03)	0.00 (0.03)	0.00 (0.06)	0.02 (0.06)
Low behavioral localism * Low symbolic localism	-0.01 (0.03)	-0.00 (0.03)	-0.08 (0.06)	-0.07 (0.06)
Low behavioral localism * High symbolic localism	0.04 (0.03)	0.04 (0.03)	0.05 (0.06)	0.05 (0.06)
High behavioral localism * Low symbolic localism	-0.01 (0.03)	-0.01 (0.03)	-0.04 (0.05)	-0.04 (0.05)
High behavioral localism * High symbolic localism	-0.01 (0.03)	0.00 (0.03)	0.03 (0.05)	0.03 (0.05)
Controls for correspondence	No	Yes	No	Yes
Adj. R ²	0.05	0.23	0.04	0.13
Num. obs.	5272	5001	4092	3838
N Clusters	561	528	548	512

Note: All models include controls for the candidates remaining characteristics (age, gender, occupation, partisanship). Controls for correspondence refer to controls for correspondence between the candidate's characteristics and the respondent's characteristics. Robust standard errors clustered at the respondent level. *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Table A3: Test of H4 - Interaction between respondent's local identification and candidate's local attachment on respondents favorability towards the candidates

	Dependent variable:			
	Rating Q		Forced choice	
	Model 1	Model 2	Model 3	Model 4
(Intercept)	0.37*** (0.05)	0.19*** (0.05)	0.48*** (0.08)	0.26** (0.08)
Local identification (0-1)	0.01 (0.08)	0.05 (0.08)	-0.10 (0.13)	-0.13 (0.13)
<i>Descriptive localism: ref = Raised and lives elsewhere</i>				
Raised and lives locally	0.05 (0.03)	0.05 (0.03)	0.02 (0.06)	0.01 (0.06)
Raised elsewhere, lives locally	0.03 (0.03)	0.05 (0.03)	-0.00 (0.06)	-0.01 (0.06)
Raised locally, lives elsewhere	0.02 (0.03)	0.03 (0.03)	0.02 (0.06)	0.03 (0.06)
<i>Behavioral localism: ref = No behavioral information</i>				
Only works on national issues	0.01 (0.03)	0.02 (0.03)	-0.05 (0.06)	-0.07 (0.05)
Splits time between national and local issues	0.01 (0.03)	0.02 (0.03)	0.07 (0.06)	0.05 (0.06)
Primarily works on local issues	-0.01 (0.03)	-0.01 (0.03)	0.02 (0.06)	-0.02 (0.06)
<i>Symbolic localism: ref = No symbolic information</i>				
Not seen regularly	-0.03 (0.04)	-0.05 (0.03)	0.05 (0.07)	0.01 (0.07)
Seen during campaign	-0.02 (0.03)	-0.03 (0.03)	0.02 (0.06)	-0.01 (0.06)
Knows some names, has been active locally	0.02 (0.04)	0.04 (0.03)	0.11 (0.07)	0.11 (0.06)
Knows names, active locally	0.06 (0.03)	0.04 (0.03)	0.16* (0.06)	0.11 (0.06)
<i>Interactions:</i>				
Local identification * Raised and lives locally	-0.04 (0.06)	-0.03 (0.06)	0.11 (0.11)	0.12 (0.11)
Local identification * Raised elsewhere, lives locally	0.01 (0.06)	-0.02 (0.06)	0.14 (0.12)	0.13 (0.11)
Local identification * Raised locally, lives elsewhere	-0.00 (0.06)	-0.02 (0.05)	-0.03 (0.11)	-0.04 (0.11)
Local identification * Only works on national issues	-0.00 (0.06)	-0.05 (0.06)	0.10 (0.11)	0.11 (0.10)
Local identification * Splits time between national and local issues	0.04 (0.06)	0.01 (0.05)	-0.00 (0.11)	0.02 (0.10)
Local identification * Primarily works on local issues	0.11 (0.06)	0.10 (0.05)	0.15 (0.10)	0.18 (0.10)
Local identification * Not seen regularly	0.05 (0.07)	0.06 (0.06)	-0.10 (0.13)	-0.05 (0.13)
Local identification * Seen during campaign	0.09 (0.06)	0.09 (0.06)	0.05 (0.12)	0.09 (0.12)
Local identification * Knows some names, has been active locally	0.06 (0.07)	-0.00 (0.06)	-0.05 (0.12)	-0.08 (0.12)
Local identification * Knows names, active locally	0.01 (0.05)	0.03 (0.05)	-0.05 (0.12)	0.01 (0.11)
Controls for correspondence	No	Yes	No	Yes
Adj. R ²	0.06	0.24	0.04	0.13
Num. obs.	5268	4997	4088	3834
N Clusters	560	527	547	511

Note: All models include controls for the candidates remaining characteristics (age, gender, occupation, partisanship). Controls for correspondence refer to controls for correspondence between the candidate's characteristics and the respondent's characteristics. Robust standard errors clustered at the respondent level. *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Appendix B: Sensitivity to exclusion criterion

In the main analysis, I exclude all respondents with a response time of less than 3 minutes (22 percent of respondents). In the pre-registration, I specified that I would exclude all respondents with a response time of less than 4 minutes (43 percent of respondents). In Figure B1, Figure B2, and Figure B3, I recreate Figure 1, Figure 2, and Figure 3 from the main analysis with this stricter exclusion criterion. This does not fundamentally change the conclusions, but it does reduce the precision of the estimates. This is particularly the case in the subgroup analysis.

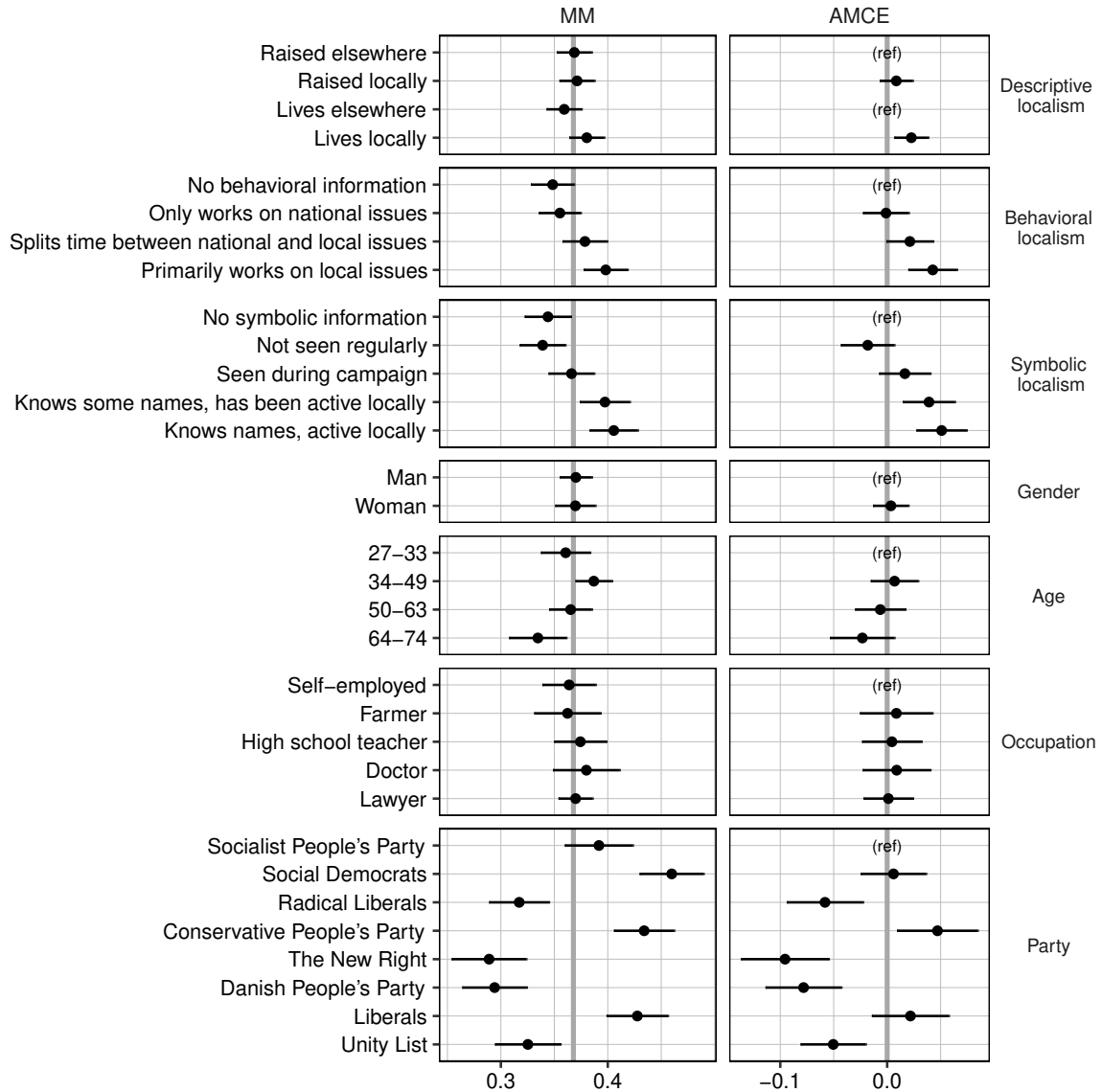


Figure B1: Estimated MM and AMCE of each candidate attribute level. All AMCEs are estimated compared to the baseline level (ref) of the attribute. Standard errors clustered at the respondent level. Bars show 95% confidence intervals. In the left panel, the bold vertical grey line indicates the average score on the outcome variable. Models include controls for correspondence between attributes of respondent and candidate characteristics with regard to gender, age, occupation, and partisanship.

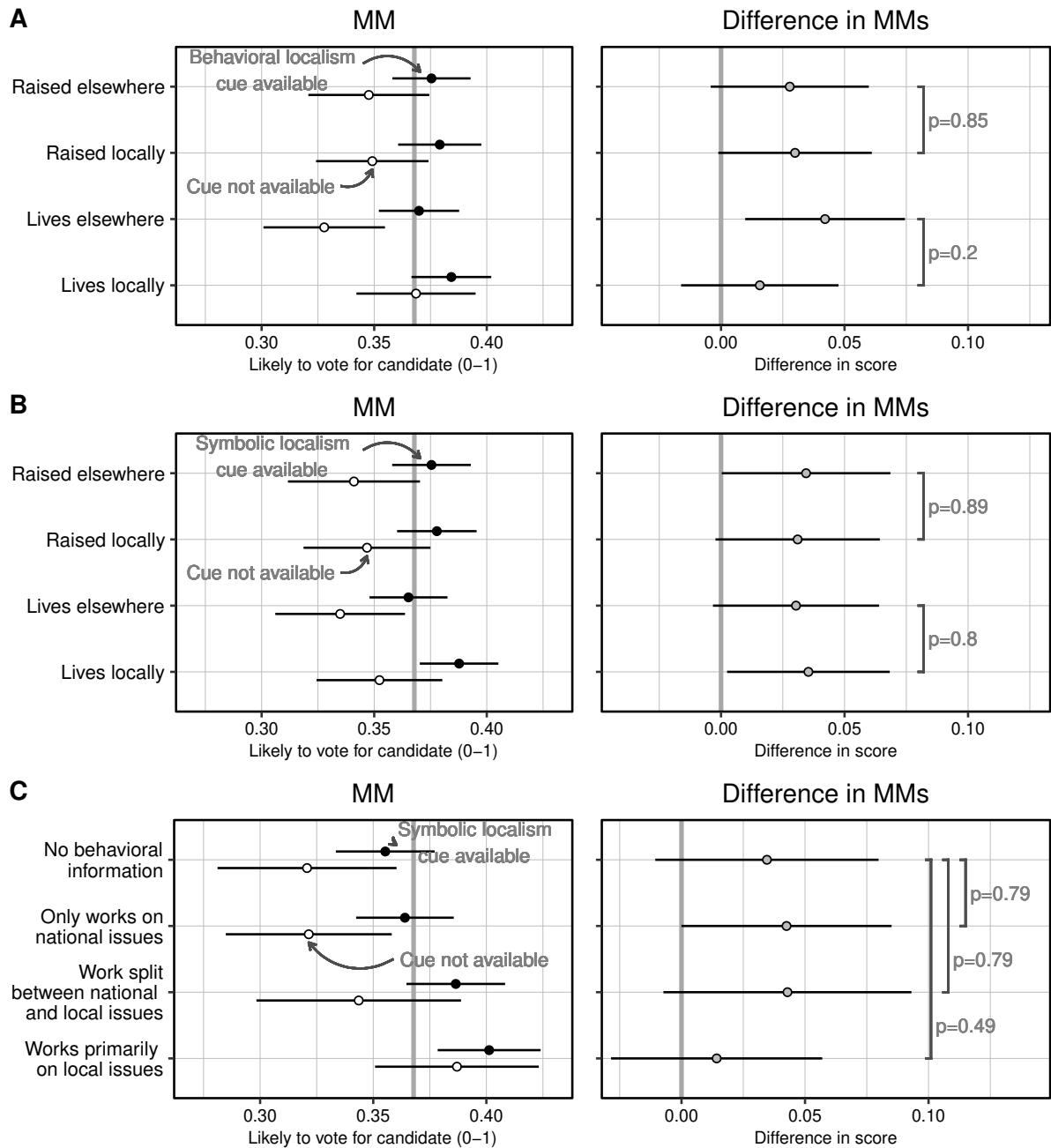


Figure B2: Interaction between different levels of descriptive localism, behavioral localism, and symbolic localism. Black points indicate that information about the candidate's behavioral/symbolic localism was available to the respondent. Panel A = descriptive localism $\times$ behavioral localism. Panel B = descriptive localism $\times$ symbolic localism. Panel C = behavioral localism $\times$ symbolic localism. Standard errors are clustered at the respondent level. Bars show 95% confidence intervals.

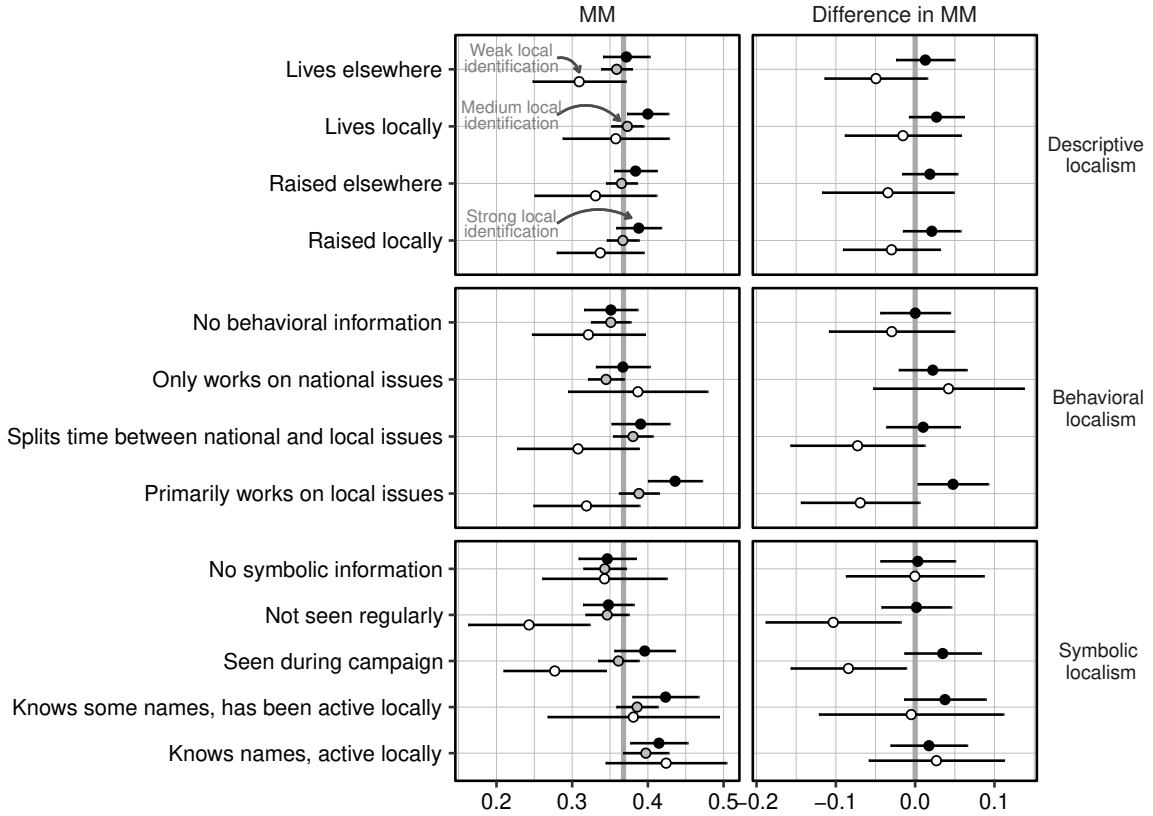


Figure B3: Estimated MM and difference in MMs for candidates' descriptive, behavioral, and symbolic localism by respondents' attachment to their local area. Black points = strong local attachment, grey points = medium local attachment, and white points = weak local attachment. Medium local attachment is the reference category in the right panel. Standard errors are clustered at the respondent level. Bars show 95% confidence intervals.

Appendix C: Sensitivity to the choice of dependent variable

There are different advantages to using different outcome variables in conjoint experiments, and different outcome measures may lead to different conclusions (Bansak et al. 2021, 26). In the pre-registration, I did not specify which outcome variable I would rely on. I chose to present the results with the rating question as the dependent variable in the main analysis. While the results are almost identical for both outcomes, the analysis of H4 with the rating question as the dependent variable is less clear. By relying on it in the main analysis, I am better able to clarify the results in the main manuscript. Furthermore, a forced-choice question is less meaningful in the Danish context. Voters are never asked to choose between only two candidates, but have several alternatives. The forced-choice question was: "Which candidate do you prefer?". I have replicated Figure 1, Figure 2, and Figure 3 from the main analysis with the forced-choice question as the outcome variable. The results of these analyses can be found in Figure C1, Figure C2, and Figure C3.

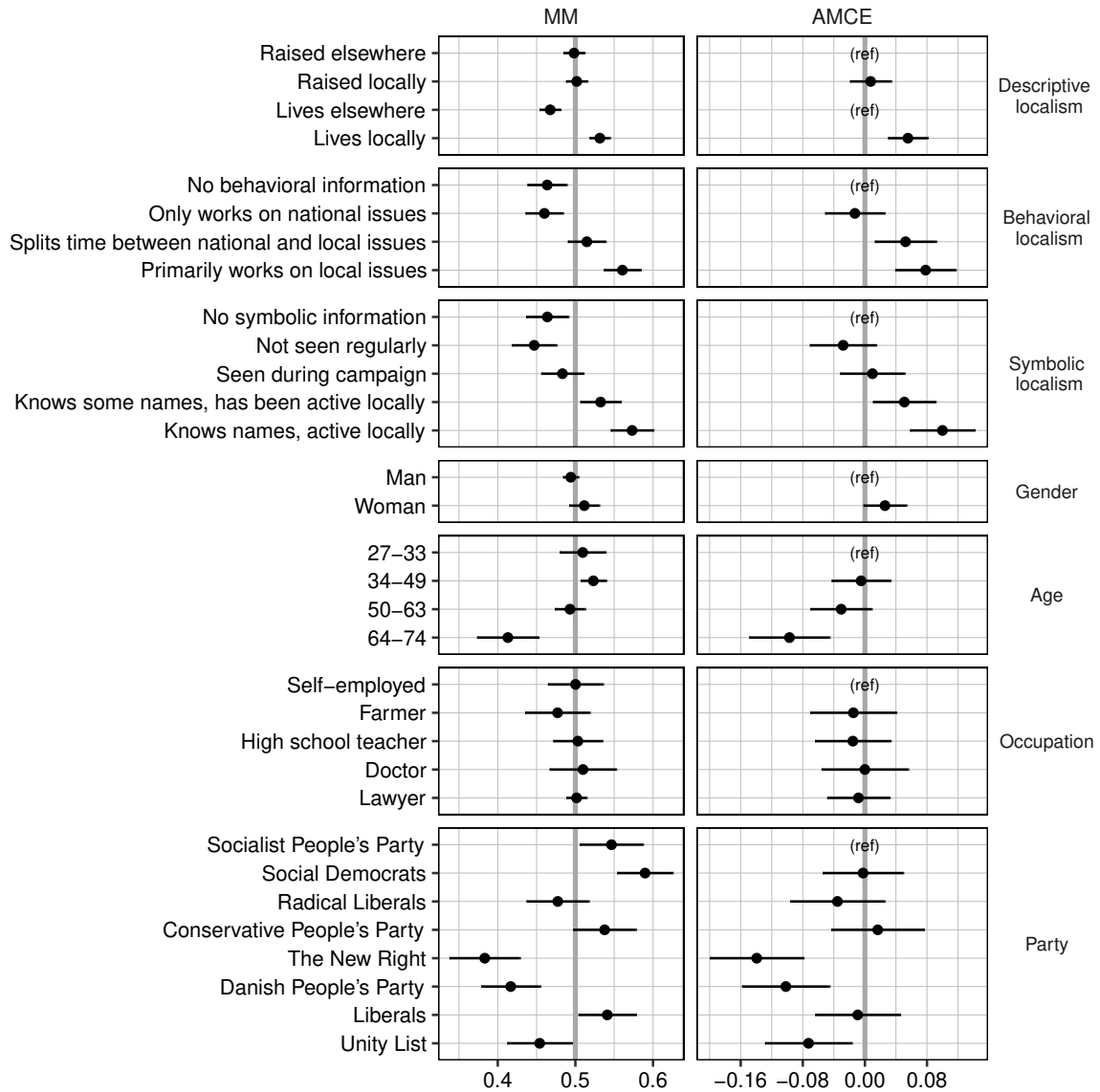


Figure C1: Estimated MM and AMCE of each candidate attribute level with the forced-choice item as the outcome. All AMCEs are estimated compared to the baseline level (ref) of the attribute. Standard errors clustered at the respondent level. Bars show 95% confidence intervals. In the left panel, the bold vertical grey line indicates the average score on the outcome variable. Models include controls for correspondence between attributes of respondent and candidate characteristics with regard to gender, age, occupation, and partisanship.

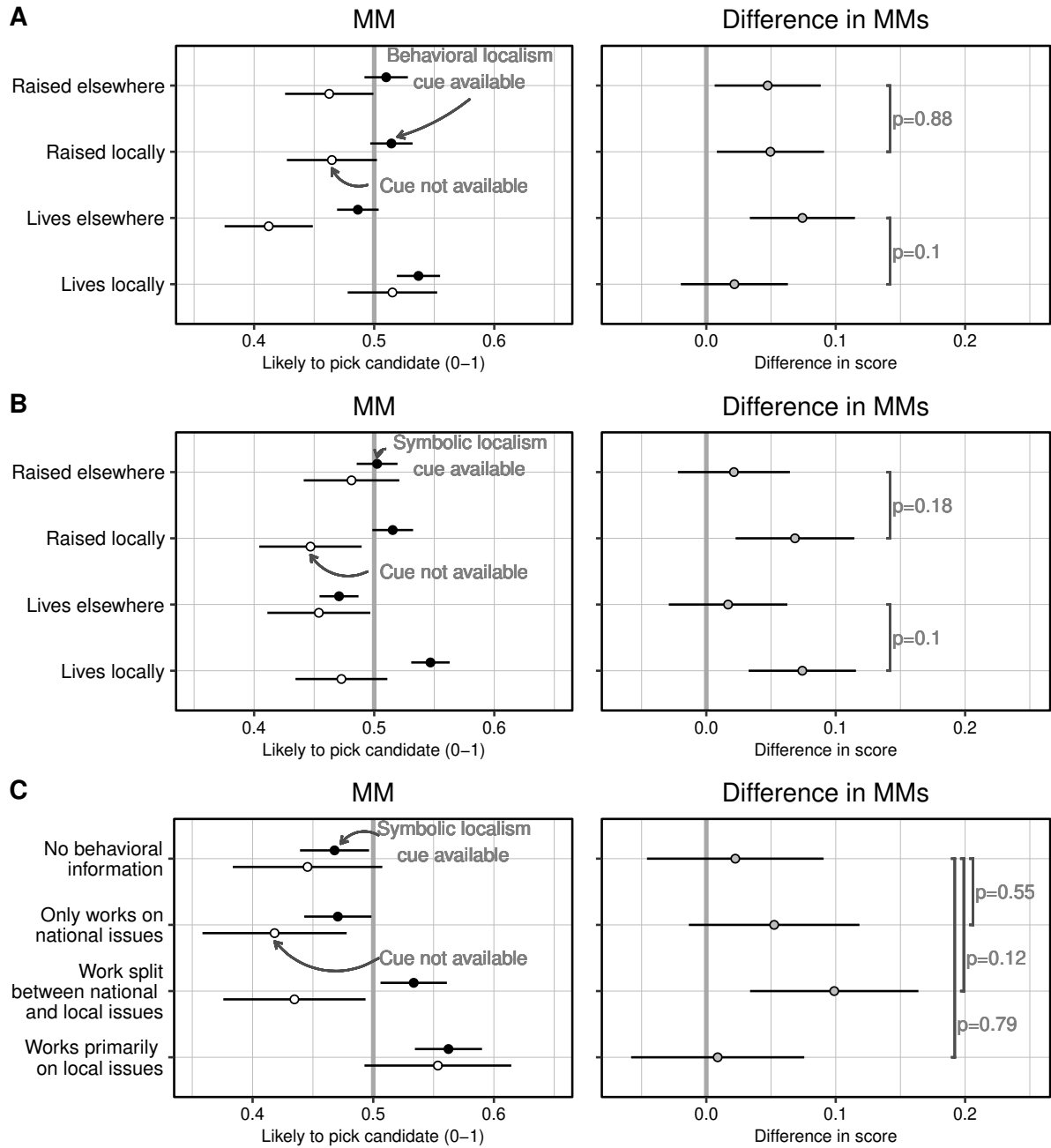


Figure C2: Interaction between different levels of descriptive localism, behavioral localism, and symbolic localism with the forced-choice item as the outcome. Black points indicate that information about the candidate's behavioral/symbolic localism was available to the respondent. Panel A = descriptive localism $\times$ behavioral localism. Panel B = descriptive localism $\times$ symbolic localism. Panel C = behavioral localism $\times$ symbolic localism. Standard errors are clustered at the respondent level. Bars show 95% confidence intervals.

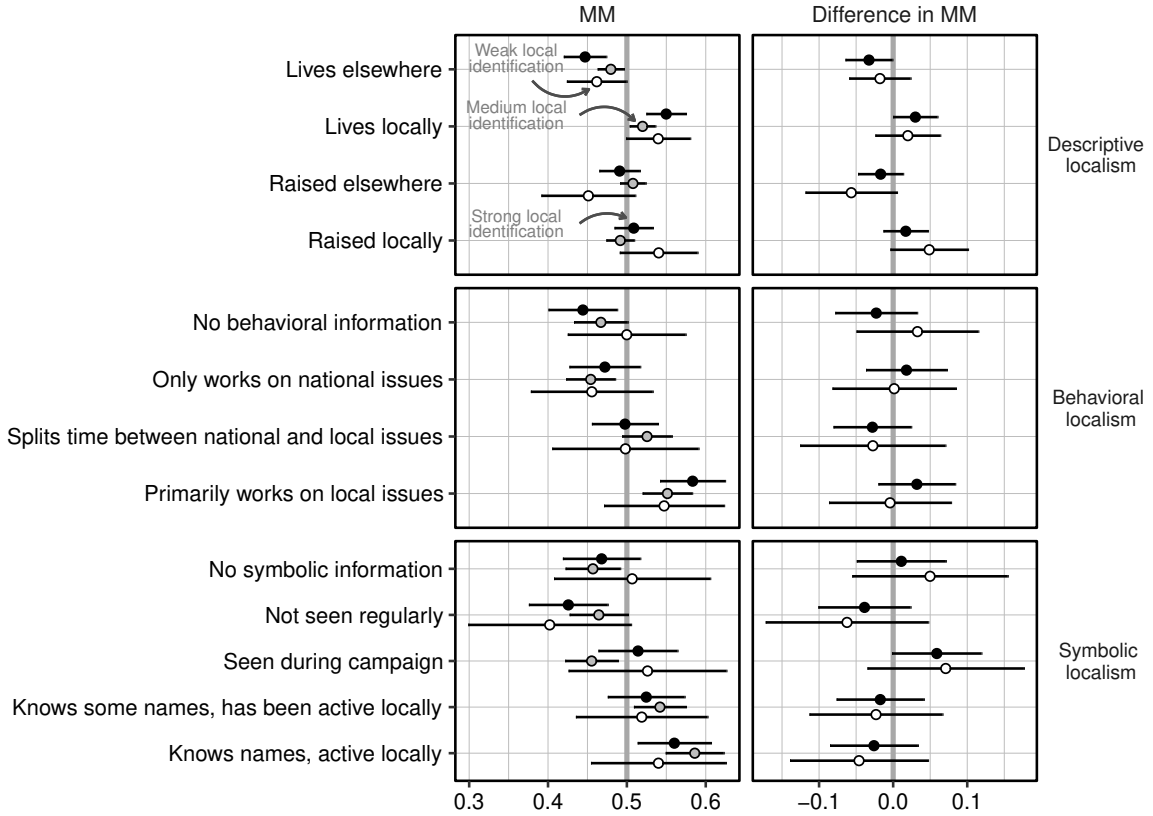


Figure C3: Estimated MM and difference in MMs for candidates' descriptive, behavioral, and symbolic localism by respondents' attachment to their local area with the forced-choice item as the outcome. Black points = strong local attachment, grey points = medium local attachment, and white points = weak local attachment. Medium local attachment is the reference category in the right panel. Standard errors are clustered at the respondent level. Bars show 95% confidence intervals.

Appendix D: Stability and no-carryover effects and no-profile order effects

By relying on a conjoint experiment with paired candidates and multiple tasks per respondent, I implicitly assume that their attributes are stable and have no carryover effects across the different tasks and that there are no profile order effects (Hainmueller, Hopkins, and Yamamoto 2014, 8-9).

To assess whether there are carryover effects, I examine whether the results diverge across the different conjoint tasks. The results are shown in Figure D1. I find only small differences that do not suggest that this assumption is violated.

To assess whether there are profile order effects, I examine whether the results diverge between the two candidates. The results are shown in Figure D2. I find only small differences, which do not suggest that this assumption is violated.

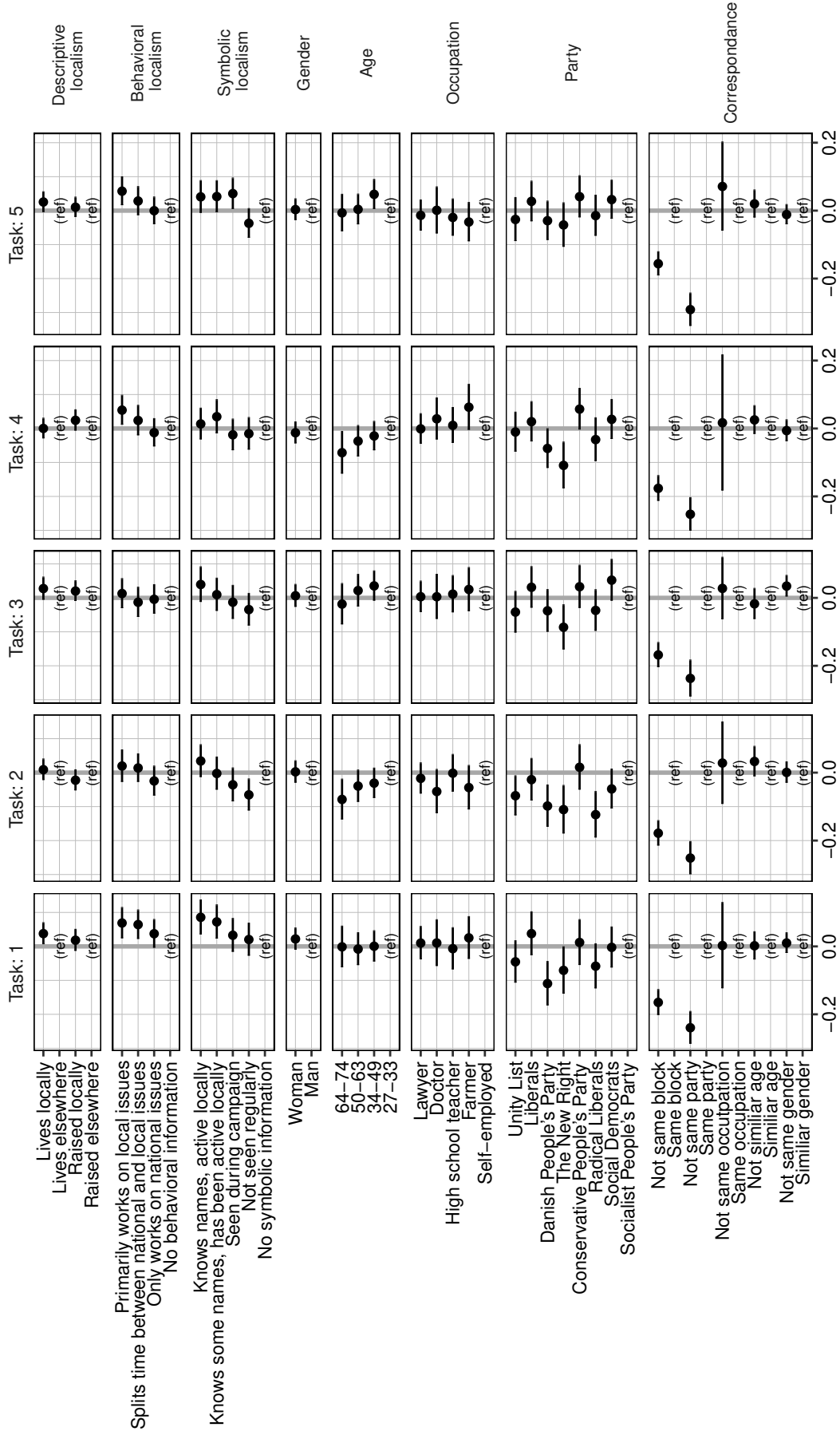


Figure D1: Effects of Candidate Attributes on Preference for Candidate by Choice Task. All AMCEs are estimated compared to the baseline level (ref) of the attribute, with standard errors clustered by respondent level. Bars show 95% confidence intervals.

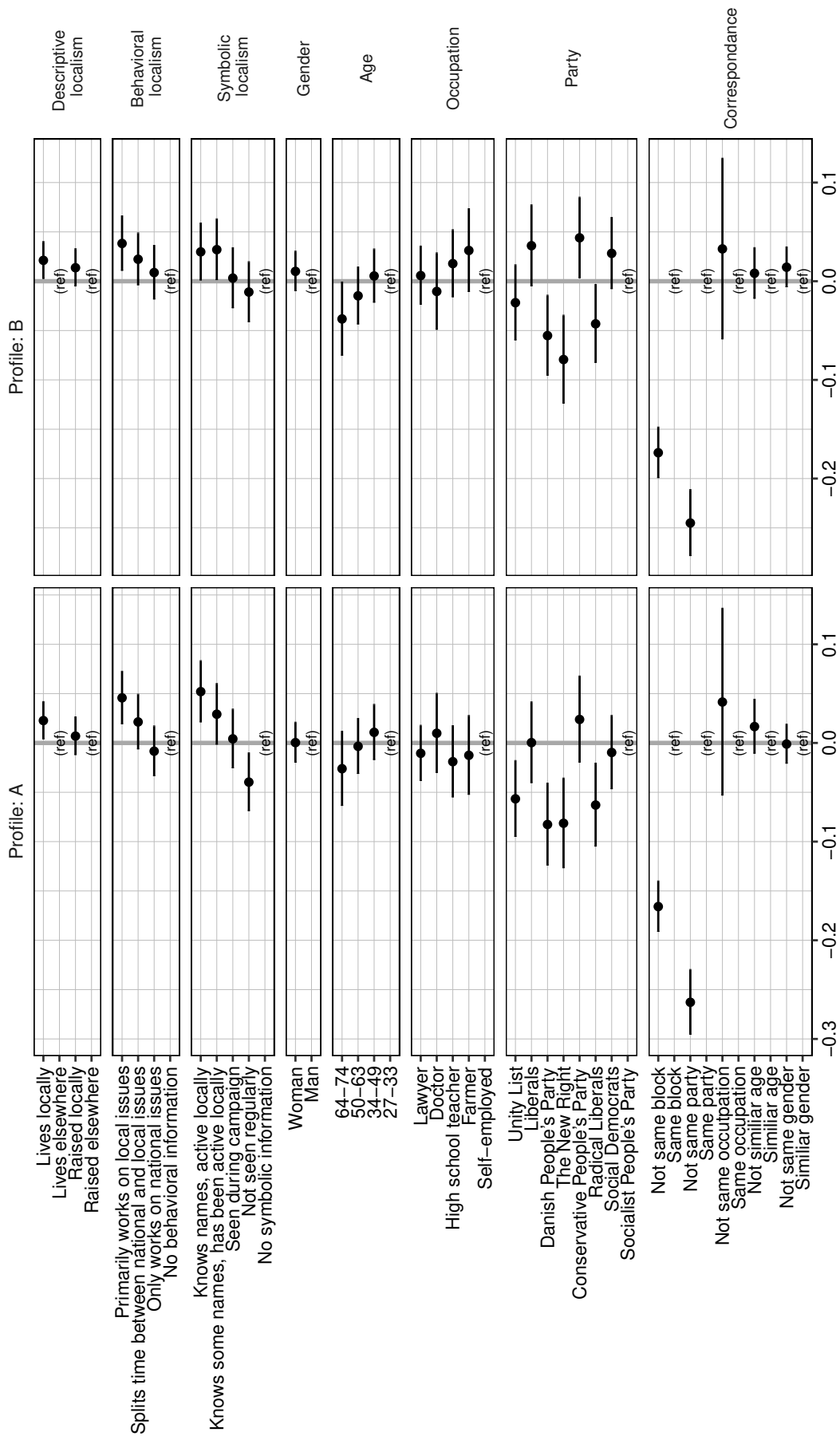


Figure D2: Effects of Candidate Attributes on Preference for Candidate by Profile. All AMCEs are estimated compared to the baseline level (ref) of the attribute, with standard errors clustered by respondent level. Bars show 95% confidence intervals.

Appendix E: Priming of local attachment

In this paper, I rely on an observational measure of the respondents' local attachment to test whether voters with a strong place-based social identity favor local candidates more than voters with a weak place-based social identity. The measure is based on three items from Huddy & Khatib (2007). The wording in their study was: "To what extent do you see yourself as a typical [name of respondent's local area]?", "When talking about [name of respondent's local area], how often do you say 'we' instead of 'they'?", and "How important is being a [name of respondent's local area] to you?". I modify these phrases slightly to avoid naming the respondent's local area. Because this measure of the strength of the respondent's place-based social identity is observational, it may introduce omitted variable bias into the analysis. Respondents with high local attachment tend to be older and live in rural areas. Therefore, simply comparing high and low local attachment voters is prone to omitted variable bias.

I anticipated this as a potential challenge when I pre-registered the study. To address this concern, I included a priming experiment in the survey. By experimentally manipulating the salience of respondents' place-based social identity, I thought I might be able to avoid relying on the observational measure. Previous studies have used primes to increase the salience of people's place-based social identities (Hopkins 2018, 191). However, these studies of place-based social identity lacked manipulation checks, so I was unable to determine whether these treatments were successful. Therefore, in the pre-registration, I specified that I would rely on the observational measure if the prime failed to manipulate the respondent's place-based social identity score or if being in the priming condition alone was a weak instrument for the respondent's place-based social identity score (F-statistic ≤ 10).

Before the respondents were presented with the conjoint tasks, I randomly assigned half of the respondents to a prime of their local attachment. The exercises were designed to make the respondents think about their local attachment and make it more salient to them. I first presented the treated respondents with a visual of three different maps on which other people had marked their local area. I wanted the respondents to rely on their own subjective conception of their local area and at the same time to have a spatial conception of their local area in mind. The prime therefore explained that different people have different conceptualizations of their local area. Some think of a small area, while others think of a larger area. The figures illustrated how a person from a city, a suburb, and a rural area might conceptualize their local area. This treatment material is presented in Figure E1.

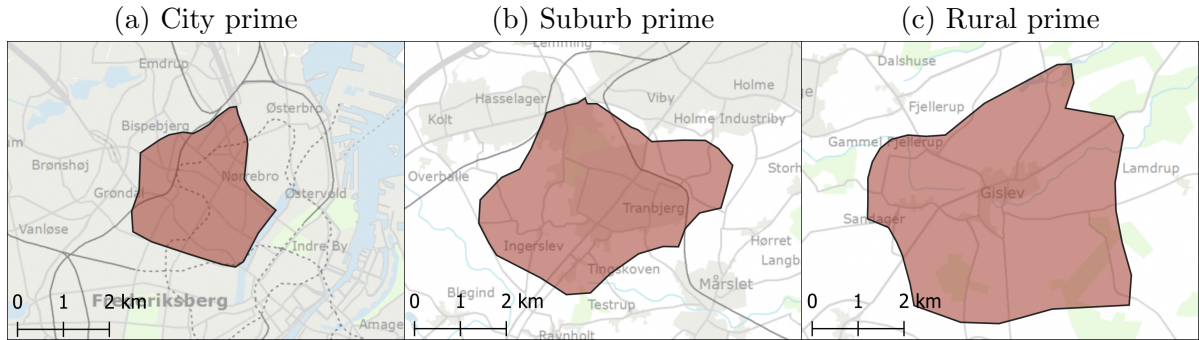


Figure E1: Visual priming material

Respondents were then asked to think about the area they would consider their own local area and to keep this area in mind when answering the following questions. In the next question, respondents were first asked to describe in 3-4 lines what they are most proud of about their local area. Second, they were asked to describe how people from their local area are any different from people from other parts of the country. Although some respondents gave nonsense answers to these exercises, many took them seriously and gave meaningful answers such as "We stand together - for example, when the supermarket was going to close, a cooperative was formed and we got a Dagli' brugs [red. supermarket] that could continue with the help of cooperative shares." ².

In Figure E2, I report the average scores on the place-based identity index and its underlying items separately for respondents in the priming exercise and for the control group. The estimated effect of the priming exercise on the respondent's score on the place-based identity index is an increase of 3.1 percentage points (CI 0.0-6.1 %, $p = 0.052$) in a simple OLS model. The priming exercise seems to be able to create some variation in the salience of the respondent's place-based identity.

However, the effect of the prime on respondents' scores is too weak to justify relying on the experiment in the main analysis. Since the F-statistic is 3.8, I decided to rely on the observational measure in the main analysis. This choice increases the difference in respondents' scores on the place-based identity index between the three groups I compare in the main analysis. In addition, it is likely to increase other underlying differences between the three groups. If these differences also affect the groups' willingness to vote for local candidates, the results may be spurious.

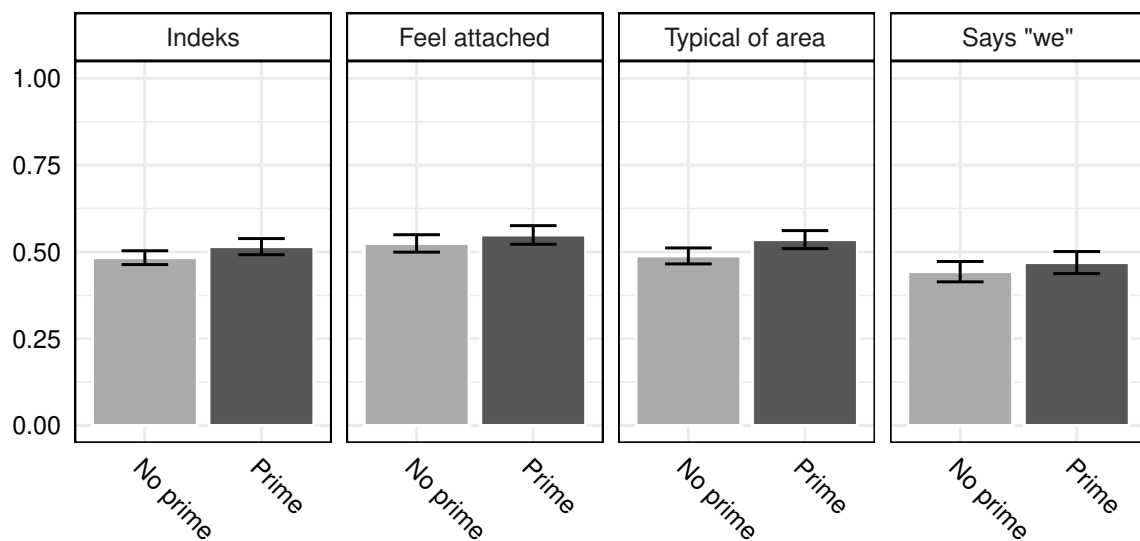


Figure E2: Effect of Priming Exercise on Respondent's Local Attachment Score. The average score on the three items underlying the additive index as well as the index itself. Bars show 95% confidence intervals.

2. Original in Danish: "Står sammen - eks. da Brugsen skulle lukke, blev der dannet en andelsforening, og vi fik en Dagli' brugs ført videre ved hjælp af andelsaktier."

Appendix G: Survey text

The following codebook describes all variables collected by YouGov for the study in its online panel in Denmark in November 2020. Details on the priming of respondents' local attachment, as well as details on the conjoint tasks, can be found at the end of the codebook.

YouGov Background Variables		
Variable	English	Danish
gender	Gender:	Køn:
Single	1. Women 2. Men	1. Kvinder 2. Mænd
age	Age:	Alder:
Numeric		
geografi	Geography:	Geografi:
Single	1. Capital 2. Zealand 3. Southern Denmark 4. Central Jutland 5. Northern Jutland	1. Hovedstaden 2. Sjælland 3. Syddanmark 4. Midtjylland 5. Nordjylland
profile_education	Please, specify your highest education achieved?	Angiv venligst din højeste gennemførte uddannelse?
Single	1. Primary School 2. General high school 3. Vocational high school 4. Crafts training 5. Short higher education less than 3 years 6. Medium-term higher education 3-4 years 7. Long higher education 5 years or more 8. Research education (for example Ph.D.)	1. Grund-/folkeskole 2. Almen gymnasial uddannelse (studentereksamen/HF) 3. Erhvervsgymnasial uddannelse (HH/HTX/HHX) 4. Erhvervsfaglig uddannelse 5. Kort videregående uddannelse under 3 år 6. Mellemlang videregående uddannelse 3-4 år 7. Lang videregående uddannelse 5 år eller mere 8. Forskeruddannelse (f.eks. ph.d.)
household_income	What is your households annual gross income (before taxes)?	Hvad er din husstands årlige bruttoindtægt (før skat)?
Single	1. Less than 100.000 kr. 2. 100.000 to 199.999 kr. 3. 200.000 to 299.999 kr. 4. 300.000 to 399.999 kr. 5. 400.000 to 499.999 kr.	1. Mindre end 100.000 kr. 2. 100.000 til 199.999 kr. 3. 200.000 til 299.999 kr. 4. 300.000 til 399.999 kr. 5. 400.000 til 499.999 kr.

Variable	English	Danish
	6. 500.000 to 599.999 kr.	6. 500.000 til 599.999 kr.
	7. 600.000 to 699.999 kr.	7. 600.000 til 699.999 kr.
	8. 700.000 to 799.999 kr.	8. 700.000 til 799.999 kr.
	9. 800.000 to 899.999 kr.	9. 800.000 til 899.999 kr.
	10. 900.000 to 999.999 kr.	10. 900.000 til 999.999 kr.
	11. 1.000.000 kr. or more	11. 1.000.000 kr. eller mere
	12. Do not wish to disclose	12. Ønsker ikke at oplyse
	13. Don't know	13. Ved ikke
personal_income	What is your own gross annual income (before taxes)?	Hvad er din egen årlige bruttoindtægt (før skat)?
Single	1. Less than 100.000 kr.	1. Mindre end 100.000 kr.
	2. 100.000 to 199.999 kr.	2. 100.000 til 199.999 kr.
	3. 200.000 to 299.999 kr.	3. 200.000 til 299.999 kr.
	4. 300.000 to 399.999 kr.	4. 300.000 til 399.999 kr.
	5. 400.000 to 499.999 kr.	5. 400.000 til 499.999 kr.
	6. 500.000 to 599.999 kr.	6. 500.000 til 599.999 kr.
	7. 600.000 to 699.999 kr.	7. 600.000 til 699.999 kr.
	8. 700.000 to 799.999 kr.	8. 700.000 til 799.999 kr.
	9. 800.000 to 899.999 kr.	9. 800.000 til 899.999 kr.
	10. 900.000 to 999.999 kr.	10. 900.000 til 999.999 kr.
	11. 1.000.000 kr. or more	11. 1.000.000 kr. eller mere
	12. Do not wish to disclose	12. Ønsker ikke at oplyse
	13. Don't know	13. Ved ikke
urban	Which of these alternatives is most fitting for the city/ the area where you live?	Hvilket af følgende alternativer passer bedst på den by/det område, du er bosat i?
Single	1. Capital area	1. Hovedstadsområdet
	2. Big city (more than 100.000 inhabitants) – but not the Capital area	2. Storby (over 100.000 indbyggere) – men ikke hovedstadsområdet
	3. Urban area 50.000-100.000 inhabitants	3. Bymæssig bebyggelse 50.000-100.000 indbyggere
	4. Urban area 10.000-49.999 inhabitants	4. Bymæssig bebyggelse 10.000-49.999 indbyggere
	5. Urban area less than 10.000 inhabitants	5. Bymæssig bebyggelse under 10.000 indbyggere
	6. Outside urban areas – rural area	6. Udenfor bymæssig bebyggelse – landområde

Variable	English	Danish
occupation	What is your main occupation? If you are on maternity leave or short term sick leave, please mark your occupation before you went on leave.	Hvad er din hovedbeskæftigelse? Hvis du er på barsels-/ kortvarig sygeorlov, bedes du oplyse din beskæftigelse før din orlov.
Single	1. Retired/ early retirement 2. Unemployed/ long term sick leave/ sick leave without job 3. Stay-at-home 4. Student/ apprentice/ pupil/ trainee 5. White-collar work or similiar (Office work, teaching etc.) 6. Blue-collar work or similiar (Factory work, construction etc.) 7. Self-employed 8. Other	1. Pensioneret/ førtidspensioneret/ på efterløn 2. Ledig/ i aktivering/ langtidssygemeldt/ sygemeldt uden arbejde 3. Hjemmegående 4. Studerende/ lærling/ elev/ praktikant 5. Funktionær/ funktionærlignende job (kontorarbejde, undervisning m.m.) 6. Faglært/ ufaglært (ikke funktionær) 7. Selvstændig erhvervsdrivende 8. Andet
occupation2	What is your occupation?	Hvad er din stilling?
Single	If occupation=6	If occupation=6
Response limited by answer to occupation.	1. Worker, skilled 2. Worker, unskilled	1. Arbejder, faglært 2. Arbejder, ufaglært
	If occupation=5	If occupation=5
	3. Lower white-collar worker (No or short education) 4. Højere white-collar worker (Medium-term to long education or personnel responsibilities)	3. Lavere funktionær/tjenestemand (Ingen eller kort uddannelse) 4. Højere funktionær/tjenestemand (Mellemlang/lang uddannelse eller med personaleansvar)
	If occupation=7	If occupation=7
	5. Self-employed farmer 6. Self-employed retailer 7. Master craftsman 8. Self-employed in service jobs	5. Selvstændig landbruger 6. Selvstændig detailhandlende

Variable	English	Danish
	If occupation=4 9. Student/ apprentice/ pupil	7. Håndværksmester 8. Selvstændig i liberalt er- hverv
	If occupation=3 10. Housewife/assisting spouse	If occupation=4 9. Studerende/lærling/elev
	If occupation=1 11. Retired/early retirement	If occupation=3 10. Husmor/medhjælpende ægtefælle
	If occupation=2 12. Unemployed	If occupation=1 11. Pensionist/efterløn
	If occupation=8 13. Other	If occupation=2 12. Arbejdsløs If occupation=8 13. Andet
employee_jobtitle	Which, if any, of the follow- ing designations describe what you work with? If none of the terms below describe what you do, please mark "All other functions".	Hvilken, hvis nogen, af følgende betegnelser beskriver det, du arbejder med? Hvis ingen af nedenstående fork- larer, hvad du laver, bedes du vælge "Alle andre funktioner".
Single	Health sector 1. Nursing assistant 2. Nurse 3. Doctor or surgeon 4. Other type of health pro- fessional	Sundhedssektoren 1. Sygehjælper 2. Sygeplejerske 3. Læge eller kirurg 4. Anden type sund- hedspersonale
	IT sector 5. Network administrator 6. Software developer or computer programmer 7. System administrator 8. Other type of IT profes- sional	IT-sektoren 5. Netværksadministrator 6. Softwareudvikler eller computerprogrammør 7. Systemadministrator 8. Anden type IT- medarbejder
	The financial sector 9. Accountant 10. Employee in investment bank 11. Finance or business ana- lyst 12. Investment advisor or fi- nancial advisor	Den finansielle sektor 9. Revisor/bogholder 10. Ansat i handels- eller in- vesteringsbank 11. Finans- eller forretnings- analytiker 12. Investeringsrådgiver eller finansiell rådgiver

Variable	English	Danish
	13. Employee in retail bank or personal bank advisor/ loan advisor	13. Ansat i detailbank eller personlig bankrådgiver / lånerådgiver
	14. Other position in financial sector	14. Anden stilling inden for finanssektoren
	HR sector	HR-sektor
	15. HR employee with specialty in retention (allowances and benefits)	15. HR-medarbejder med speciale i fastholdelse (godtgørelser og benefits)
	16. Recruitment employee	16. Rekrutteringsmedarbejder
	17. Teacher or competence development	17. Underviser eller kompetenceudvikling
	18. Other HR function	18. Anden HR-funktion
	Sales	Salgsarbejde
	19. Employee in callcenter	19. Medarbejder i callcenter
	20. Sales employee/ sales assistant / cashier	20. Salgsmedarbejder / salgsassistent / kassemedarbejder
	21. Salesman / caseworker	21. Sælger / sagsbehandler
	22. Sales support/ customer manager	22. Salgssupport / kundeadministrator
	23. Other role in sales and sales support.	23. Anden rolle inden for salg og salgssupport
	Other work areas	Andre arbejdsområder
	24. Architect	24. Arkitekt
	25. Engineer	25. Ingeniør
	26. Skilled craftsman (for example carpenter, plumber, electrician)	26. Faglært håndværker (f.eks. tømrer, VVS'er, elektriker, blikkenslager)
	27. Artist, graphics, specialist in visual design	27. Kunstner, grafiker, specialist i visuelt design
	28. Author or journalist	28. Forfatter eller journalist
	29. Marketing and related disciplines (PR / Brand /Insight etc.)	29. Marketing og øvrige relaterede discipliner (PR / Brand /Insight etc.)
	30. Market analysis	30. Markedsanalyse
	31. Media agency Buyer/Planner	31. Mediebureau Buyer/Planner
	32. Lawyer	32. Jurist eller advokat
	33. Management consultant	33. Ledelseskonsulent
	34. Executive Assistant/ Administrative Assistant	
	35. Clerk	

Variable	English	Danish
	36. Chef 37. Waiter in foodservice 38. Teacher or educator 39. Scientific researcher 40. Officer 41. Petty Officer 42. Private 43. Police officer, prison officer or other law enforcement function 44. Security guard 45. Chauffeur (for example truck, bus, cab) 97. All other functions or occupations 99. Not in the labor market	34. Direktionsassistent / administrativ assistent 35. Kontorist 36. Kok 37. Tjener inden for foodservice 38. Lærer eller underviser 39. Videnskabelig forsker 40. Officer 41. Underofficer 42. Menig 43. Politibetjent, fængselsbetjent eller anden retshåndhævende funktion 44. Sikkerhedsvagt 45. Chauffør (f.eks. lastbil, bus, taxi) 97. Alle andre funktioner eller erhverv 99. Ikke på arbejdsmarkedet
profile_work_stat	What is your current attachment to the labor market? If you for example have both a full time job and a part time job, please mark both answers. 1. Employed, full time (30 hours or more a week) 2. Employed part time (8-29 hours a week) 3. Employed, part time (less than 8 hours a week) 4. Student 5. Retired 6. Unemployed 7. Do not work	Hvad er din nuværende tilknytning til arbejdsmarkedet? Hvis du fx både har fuldtids og deltidsbeskæftigelse bedes du markere begge svar. 1. Arbejder fuldtid (30 timer eller mere om ugen) 2. Arbejder deltid (8-29 timer om ugen) 3. Arbejder deltid (Mindre end 8 timer om ugen) 4. Studerende 5. Pensionist 6. Arbejdsløs 7. Arbejder ikke
house_type	What type of housing do you live in? 1. Farmhouse 2. Single Family Home 3. Terraced house	Hvilken type bolig bor du i? 1. Stuehus til landbrugsejendom 2. Parcelhus/villa

Variable	English	Danish
	4. Multi-storey buildings/ apartment 5. Student housing 6. Inhabited holiday home 97. Other housing 98. Don't know	3. Række-, kæde- og dobbeltthus 4. Etagebebyggelse/lejlighed 5. Kollegium 6. Beboet fritid- shus/sommerhus 97 Anden helårsbolig 98 Ved ikke
FT19	Which party did you vote for at the election for Folketinget on June 5, 2019?	Hvilket parti stemte du på ved folketingsvalget den 5. juni 2019?
Single	1. A: The Social Democrats 2. B: Social Liberal Party 3. C: Conservative People's Party 17. D: The New Right 18. E. The Party Klaus Riskær Riskær Pedersen 4. F: Socialist People's Party 5. I: Liberal Alliance 6. K: Christian Democrats 7. O: Danish People's Party 19. P. Hard Line 8. V: The Liberals 9. Ø: Unity List 15 Å: The Alternative 10. Other party 11. Did not vote/ voted blank 12. Did not have the right to vote yet 13. Do not want to answer 14. Can't remember	1. A: Socialdemokratiet 2. B: Radikale Venstre 3. C: Det Konservative Folkeparti 17. D: Nye Borgerlige 18. E. Partiet Klaus Riskær Pedersen 4. F: Socialistisk Folkeparti 5. I: Liberal Alliance 6. K: Kristendemokraterne 7. O: Dansk Folkeparti 19. P. Stram Kurs 8. V: Venstre 9. Ø: Enhedslisten 15 Å: Alternativet 10. Andet parti/Kandidat uden for partierne 11. Stemte ikke/stemte blankt 12. Havde ikke stemmeret 13. Vil ikke svare 14. Husker ikke
rtime	[Response time. Automatically recorded.]	[Svartid. Automatisk opgjort.]
Numeric		

Background Variables

Variable	English	Danish
partisanship1	Many people see themselves as supporters of a particular party. There is also many, who do not see themselves as supporters of a particular party. Do you see yourself as a for example a social democrat, a conservative, a social liberal, a liberal, a supporter of the Socialists People's Party or something else, or do you not feel as a supporter of a particular party?	Mange betragter sig som tilhængere af et bestemt parti. Der findes også mange, der ikke føler sig som tilhængere af noget specielt parti. Betragter du dig selv som f.eks. socialdemokrat, konservativ, radikal, venstremand, SF'er eller noget andet, eller føler du dig ikke som tilhænger af et bestemt parti?
Single	1. Yes, I see myself as a supporter of a particular party 2. No, not supporter of a party 3. Don't know	1. Ja, jeg betragter mig som tilhænger af et bestemt parti 2. Nej, ikke tilhænger af noget parti 3. Ved ikke
partisanship2	Which party is it?	Hvilket parti er der tale om?
Single, if partisanship1=1	1. A: The Social Democrats 2. B: Social Liberal Party 3. C: Conservative People's Party 4. D: The New Right 5. F: Socialist People's Party 6. I: Liberal Alliance 7. O: Danish People's Party 8. V: The Liberals 9. Ø: Unity List – The Red-Greens 10. Å: The Alternative 11. Other party 12. Don't know	1. A: Socialdemokratiet 2. B: Radikale Venstre 3. C: Det Konservative Folkeparti 4. D: Nye Borgerlige 5. F: SF – Socialistisk Folkeparti 6. I: Liberal Alliance 7. O: Dansk Folkeparti 8. V: Venstre, Danmarks Liberale Parti 9. Ø: Enhedslisten - De Rød-Grønne 10. Å: Alternativet 11. Andet parti 12. Ved ikke

Variable	English	Danish
partisanship3 Single, if parti- sanship2= 1-11	Some people are very strong supporters of their party, while others are less convinced. Would you call yourself a strong supporter or not very strong supporter? 1. Very strong supporter 2. Not very strong supporter 3. Don't know	Nogle er stærkt overbeviste tilhængere af deres parti, mens andre ikke er så overbeviste. Betragter du dig selv som stærkt overbevist tilhænger eller ikke stærkt overbevist? 1. Stærkt overbevist 2. Ikke stærkt overbevist 3. Ved ikke
partisanship4 Single, if partisan- ship1=2,3	Is there a party, which you think yourself as closer to than others? 1. A: The Social Democrats 2. B: Social Liberal Party 3. C: Conservative People's Party 4. D: The New Right 5. F: Socialist People's Party 6. I: Liberal Alliance 7. O: Danish People's Party 8. V: The Liberals 9. Ø: Unity List – The Red-Greens 10. Å: The Alternative 11. Other party 12. Don't know 13. No, I do not think of myself as closer to any specific party	Er der alligevel et parti, som du synes du står nærmere end andre partier? 1. A: Socialdemokratiet 2. B: Radikale Venstre 3. C: Det Konservative Folkeparti 4. D: Nye Borgerlige 5. F: SF - Socialistisk Folkeparti 6. I: Liberal Alliance 7. O: Dansk Folkeparti 8. V: Venstre, Danmarks Liberale Parti 9. Ø: Enhedslisten - De Rød-Grønne 10. Å: Alternativet 11. Andet parti 12. Ved ikke 13. Nej, jeg står ikke noget parti nærmere end andre partier

Prime		
Variable	English	Danish
prime	[All randomly selected to get either Prime or No prime] 1. Prime 2. No prime	[Alle bliver tilfældigt tildelt enten Prime eller Ingen prime] 1. Prime 2. Ingen prime
prime1 Text, Page delayed by 5 seconds.	Now, we turn to a couple of questions regarding your local area. Many people think that they live in a "local area". For some people the local area is a big area, while for others it is a smaller area. Below are three examples where different people have drawn their local area on a map. The first person lives in the city, the second in a suburb, and the third in a rural area. [Insert pictures 1-3] Think about what area you would mark if you had to draw a map over your own local area. Keep this area in mind when you answer the following questions.	Nu kommer der nogle spørgsmål om dit lokalområde. Mange har en opfattelse af at bor i et "lokalområde". For nogle er lokalområdet et stort område og for andre et mindre område. Nedenfor er der tre eksempler, hvor forskellige personer har indtegnet deres lokalområde på kort. Den første person bor i byen, den anden i en forstad og den tredje på landet. [Indsæt billede 1-3] Tænk over hvilket område du ville markere, hvis du skulle lave et kort over dit lokalområde. Hav dette område i tankerne når du besvarer de følgende spørgsmål.
prime2 Open, Page delayed by 10 seconds.	Please, describe (3-4 lines) what you are most proud of about the local area where you live:	Beskriv kort (3-4 linjer) hvad du er mest stolt over ved det lokalområde hvor du bor:
prime3 Open,	Please, describe (3-4 lines) how people from your local area differ in a special way from people from other areas of the country:	Beskriv kort (3-4 linjer) hvordan folk fra dit lokalområde adskiller sig på en særlig måde fra folk fra andre områder i landet: [Side forsinket med 5 sekunder.]

Manipulation Check		
Variable	English	Danish
local1	To what extent do you see yourself as a typical for people from your local area?	I hvilken grad anser du dig selv for at være typisk for folk fra dit lokalområde?
Single	1. Not at all 2. To a lesser extent 3. To a some extent 4. To a high extent 5. To a very high extent 977. Don't know	1. Slet ikke 2. I mindre grad 3. I nogen grad 4. I høj grad 5. I meget høj grad 977. Ved ikke
local2	How often do you say "we" instead of "they" when you talk about events, people, and other conditions in your local area?	Hvor ofte siger du "vi" i stedet for "de", når du taler om arrangementer, folk og andre forhold i dit lokalområde?
Single	1. Never 2. Rarely 3. Sometimes 4. Often 5. Always 977. Don't know	1. Aldrig 2. Sjældent 3. Ind i mellem 4. Ofte 5. Altid 977. Ved ikke
local3	To what extent do feel attached to your local area?	I hvilken grad føler du dig tæt knyttet til dit lokalområde?
Single	1. Not at all 2. To a lesser extent 3. To a some extent 4. To a high extent 5. To a very high extent 977. Don't know	1. Slet ikke 2. I mindre grad 3. I nogen grad 4. I høj grad 5. I meget høj grad 977. Ved ikke

Conjoint tasks		
Variable	English	Danish
conj1_fc	Now, we turn to a couple of questions regarding a range of candidates for Folketinget (Danish Parliament). All the descriptions of the candidates are hypothetical. However, the descriptions are to a large extent based on real information about the candidates to Folketinget in 2019.	Nu kommer der nogle spørgsmål om en række kandidater til Folketinget. Alle beskrivelserne af kandidaterne er opdigtede. Beskrivelserne baserer sig dog i høj grad på virkelige oplysninger om kandidaterne til Folketingsvalget i 2019.
Single	Please, read carefully the following descriptions of two candidates for Folketinget. Both candidates were elected for the first time to Folketinget in 2015. [Insert conjoint task] Which candidate do you prefer? 1. Candidate A 2. Candidate B 3. Don't know	Læs venligst omhyggeligt følgende beskrivelser af to kandidater til Folketinget. Begge kandidater blev første gang valgt til Folketinget i 2015. [Indsæt conjoint task] Hvilken kandidat foretrækker du? 1. Kandidat A 2. Kandidat B 3. Ved ikke
conj1_sup_a	How likely is it that you would vote for Candidate A? 1. Very likely 2. Likely 3. Neither likely nor unlikely 4. Unlikely 5. Very unlikely 6. Don't know	Hvor sandsynligt er det at du ville stemme på Kandidat A? 1. Meget sandsynligt 2. Sandsynligt 3. Hverken sandsynligt eller usandsynligt 4. Usandsynligt 5. Meget usandsynligt 6. Ved ikke
conj1_sup_b	How likely is it that you would vote for Candidate B? 1. Very likely 2. Likely 3. Neither likely nor unlikely 4. Unlikely 5. Very unlikely 6. Don't know	Hvor sandsynligt er det at du ville stemme på Kandidat B 1. Meget sandsynligt 2. Sandsynligt 3. Hverken sandsynligt eller usandsynligt 4. Usandsynligt 5. Meget usandsynligt 6. Ved ikke

Variable	English	Danish
conj1_age_a	[Age of Candidate A]	[Kandidat As alder]
Numeric		
conj1_age_b	[Age of Candidate B]	[Kandidat Bs alder]
Numeric		
conj1_gender_a	[Gender of Candidate A]	[Kandidat As køn]
Single	1. female 2. male	1. kvinde 2. mand
conj1_gender_b	[Gender of Candidate B]	[Kandidat Bs køn]
Single	1. female 2. male	1. kvinde 2. mand
conj1_occupation_a	[Occupation of Candidate A]	[Kandidat As beskæftigelse]
Single	1. self-employed 2. farmer 3. highschool teacher 4. doctor 5. lawyer	1. selvstændigt erhvervs- drivende 2. landmand 3. gymnasielærer 4. læge 5. advokat
conj1_occupation_b	[Occupation of Candidate B]	[Kandidat Bs beskæftigelse]
Single	1. self-employed 2. farmer 3. highschool teacher 4. doctor 5. lawyer	1. selvstændigt erhvervs- drivende 2. landmand 3. gymnasielærer 4. læge 5. advokat
conj1_partisanship_a	[Partisanship of Candidate A]	[Kandidat As parti- tilhørsforhold]
Single	1. The Social Democrats 2. The Social Liberals 3. The Conservative People's Party 4. The New Right 5. The Socialist People's Party 6. The Danish People's Party 7. The Liberals 8. The Unity List	1. Socialdemokratiet 2. Det Radikale Venstre 3. Det Konservative Folkeparti 4. Nye Borgerlige 5. SF 6. Dansk Folkeparti 7. Venstre 8. Enhedslisten

Variable	English	Danish
conj1_partisanship_b	[Partisanship of Candidate B]	[Kandidat Bs parti-tilhørsforhold]
Single	1. The Social Democrats 2. The Social Liberals 3. The Conservative People's Party 4. The New Right 5. The Socialist People's Party 6. The Danish People's Party 7. The Liberals 8. The Unity List	1. Socialdemokratiet 2. Det Radikale Venstre 3. Det Konservative Folkeparti 4. Nye Borgerlige 5. SF 6. Dansk Folkeparti 7. Venstre 8. Enhedslisten
conj1_dlocalism_a	[Descriptive localism of Candidate A]	[Kandidat As deskriptive lokale tilhørsforhold]
Single	1. grew up and lives in your local area. 2. originally lived in another part of the country, but moved to your local area 5 years ago. 3. originally lived in your local area, but today lives in a another part of the country. 4. grew up and lives in another part of the country.	1. er vokset op og bor i dit lokalområde. 2. er oprindeligt fra et anden del af landet, men flyttede til dit lokalområde for 5 år siden. 3. er oprindeligt fra dit lokalområde, men bor i dag i en anden del af landet. 4. er vokset op og bor i en anden del af landet.
conj1_dlocalism_b	[Descriptive localism of Candidate B]	[Kandidat Bs deskriptive lokale tilhørsforhold]
Single	1. grew up and lives in your local area. 2. originally lived in another part of the country, but moved to your local area 5 years ago. 3. originally lived in your local area, but today lives in a another part of the country. 4. grew up and lives in another part of the country.	1. er vokset op og bor i dit lokalområde. 2. er oprindeligt fra et anden del af landet, men flyttede til dit lokalområde for 5 år siden. 3. er oprindeligt fra dit lokalområde, men bor i dag i en anden del af landet. 4. er vokset op og bor i en anden del af landet.

Variable	English	Danish
conj1_blocalism_a	[Behavioral localism of Candidate A]	[Kandidat As behaviorale lokale tilhørsforhold]
Single	1. “” [No information] 2. In the Folketing, the candidate on average spends 4 days of a working week on improving conditions in your local area, and the remaining day reviewing and working on national policies. 3. In the Folketing, the candidate on average spends 2 days of a working week on improving conditions in your local area, and the remaining 3 days reviewing and working on national policies. 4. In the Folketing, the candidate spends all days of the working week on reviewing and working on national policies.	1. “” [Ingen information] 2. I Folketinget bruger kandidaten i gennemsnit 4 dage på en almindelig arbejdsuge på at forbedre forhold i dit lokalområde, og den resterende dag på at gennemgå og arbejde på nationale politikker. 3. I Folketinget bruger kandidaten i gennemsnit 2 dage på en almindelig arbejdsuge på at forbedre forhold i dit lokalområde, og 3 dage på at gennemgå og arbejde på nationale politikker. 4. I Folketinget bruger kandidaten hele sin arbejdsuge på at gennemgå og arbejde på nationale politikker.
conj1_blocalism_b	[Behavioral localism of Candidate B]	[Kandidat Bs behaviorale lokale tilhørsforhold]
Single	1. “” [No information] 2. In the Folketing, the candidate on average spends 4 days of a working week on improving conditions in your local area, and the remaining day reviewing and working on national policies. 3. In the Folketing, the candidate on average spends 2 days of a working week on improving conditions in your local area, and the remaining 3 days reviewing and working on national policies.	1. “” [Ingen information] 2. I Folketinget bruger kandidaten i gennemsnit 4 dage på en almindelig arbejdsuge på at forbedre forhold i dit lokalområde, og den resterende dag på at gennemgå og arbejde på nationale politikker. 3. I Folketinget bruger kandidaten i gennemsnit 2 dage på en almindelig arbejdsuge på at forbedre forhold i dit lokalområde, og 3 dage på at gennemgå og arbejde på nationale politikker.

Variable	English	Danish
	4. In the Folketing, the candidate spends all days of the working week on reviewing and working on national policies.	4. I Folketinget bruger kandidaten hele sin arbejdsuge på at gennemgå og arbejde på nationale politikker.
conj1_slocalism_a	[Symbolic localism of Candidate A]	[Kandidat As symbolske lokale tilhørsforhold]
Single	1. “” [No information] 2. The candidate knows the name of most people in your local area, where the candidate is engaged in local associations and participates in various events. 3. The candidate knows the name of some people in your local area, where the candidate has been engaged in local associations and at is seen at bigger events. 4. The candidate is seen in the local area during the campaign season, where the candidate meets up at bigger events. 5. The candidate is usually not seen in your local area.	1. “” [Ingen information] 2. Kandidaten er på fornavn med de fleste i dit lokalområde, hvor kandidaten er aktiv i det lokale foreningsliv og deltager i diverse arrangementer. 3. Kandidaten er på fornavn med enkelte i dit lokalområde, hvor kandidaten har været aktiv i det lokale foreningsliv og ses ved større arrangementer. 4. Kandidaten ses i dit lokalområde når der er valgkamp, hvor kandidaten møder op ved større arrangementer. 5. Kandidaten ses normalt ikke i dit lokalområde.
conj1_slocalism_b	[Symbolic localism of Candidate B]	[Kandidat Bs symbolske lokale tilhørsforhold]
Single	1. “” [No information] 2. The candidate knows the name of most people in your local area, where the candidate is engaged in local associations and participates in various events.	1. “” [Ingen information] 2. Kandidaten er på fornavn med de fleste i dit lokalområde, hvor kandidaten er aktiv i det lokale foreningsliv og deltager i diverse arrangementer.

Variable	English	Danish
	3. The candidate knows the name of some people in your local area, where the candidate has been engaged in local associations and at is seen at bigger events.	3. Kandidaten er på fornavn med enkelte i dit lokalområde, hvor kandidaten har været aktiv i det lokale foreningsliv og ses ved større arrangementer.
	4. The candidate is seen in the local area during the campaign season, where the candidate meets up at bigger events.	4. Kandidaten ses i dit lokalområde når der er valgkamp, hvor kandidaten møder op ved større arrangementer.
	5. The candidate is usually not seen in your local area.	5. Kandidaten ses normalt ikke i dit lokalområde.

Note: Each respondent faces 5 conjoint tasks. The tasks are identical to the first conjoint task. Information regarding task 2-5 is recorded in variables starting with "conj#", but are otherwise identical to the variables conj1_fc, conj1_sup_a, conj1_sup_b, conj1_age_a, conj1_age_b, conj1_gender_a, conj1_gender_b, conj1_occupation_a, conj1_occupation_b, conj1_partisanship_a, conj1_partisanship_b, conj1_dlocalism_a, conj1_dlocalism_b, conj1_blocalism_a, conj1_blocalism_b, conj1_slocalism_a, and conj1_slocalism_b.

Details for Conjoint Tasks

Candidate Descriptions in Conjoint Tasks

English	Danish
Candidate A	Kandidat A
• Candidate A is a [GENDER] of [AGE] years of age. • Candidate A [DESCRIPTIVE LOCALISM]. • Before Candidate A got involved in politics, Candidate A worked as [OCCUPATION]. • Today, Candidate A is member of Folketinget for [PARTISANSHIP]. • [BEHAVIORAL LOCALISM]. • [SYMBOLIC LOCALISM].	• Kandidat A er en [GENDER] på [AGE] år. • Kandidat A [DESCRIPTIVE LOCALISM]. • Før Kandidat A blev involveret i politik, arbejdede Kandidat A som [OCCUPATION]. • I dag er Kandidat A medlem af Folketinget for [PARTISANSHIP]. • [BEHAVIORAL LOCALISM]. • [SYMBOLIC LOCALISM].
Candidate B	Kandidat B
• Candidate B is a [GENDER] of [AGE] years of age. • Candidate B [DESCRIPTIVE LOCALISM]. • Before Candidate B got involved in politics, Candidate B worked as [OCCUPATION]. • Today, Candidate B is a member of Folketinget for [PARTISANSHIP]. • [BEHAVIORAL LOCALISM]. • [SYMBOLIC LOCALISM].	• Kandidat B er en [GENDER] på [AGE] år. • Kandidat B [DESCRIPTIVE LOCALISM]. • Før Kandidat B blev involveret i politik, arbejdede Kandidat B som [OCCUPATION]. • I dag er Kandidat B medlem af Folketinget for [PARTISANSHIP]. • [BEHAVIORAL LOCALISM]. • [SYMBOLIC LOCALISM].

Distribution of Attributes of Candidates in Conjoint Task I

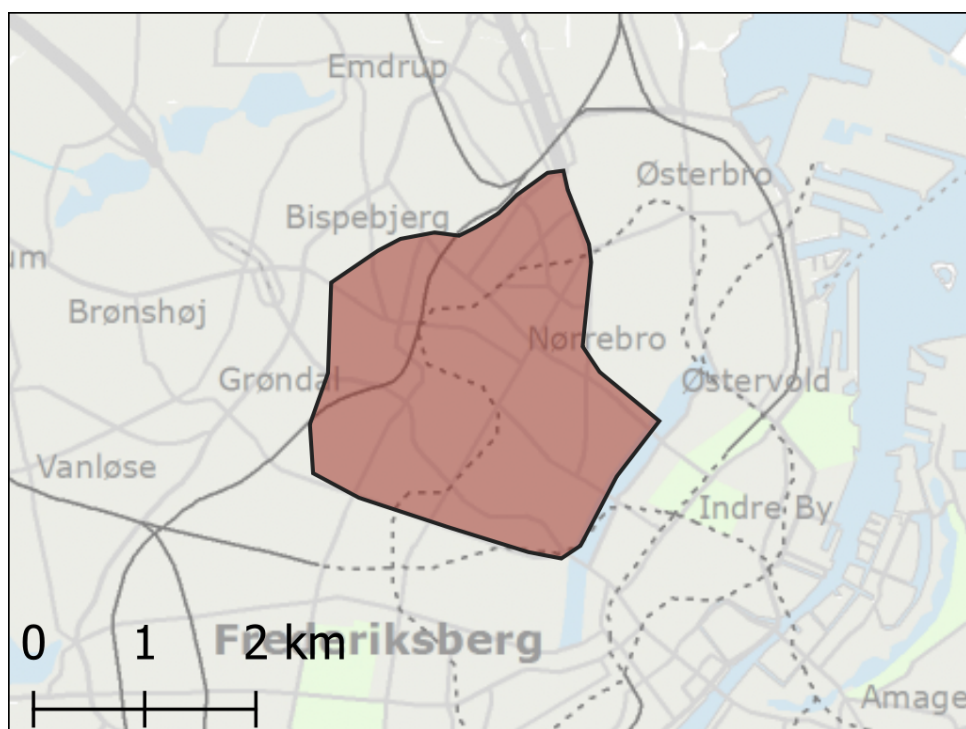
Attribute	Values (Probability)	Values in Danish
Age	[27-33] (0.17), [34-49] (0.4), [50-63] (0.32), [64-74] (0.11).	[27-33] (0.17), [34-49] (0.4), [50-63] (0.32), [64-74] (0.11).
Gender	female (0.34), male (0.66).	kvinde (0.34), mand (0.66).
Descriptive localism	grew up and lives in your local area. (0.25), originally lived in another part of the country, but moved to your local area 5 years ago. (0.25), originally lived in your local area, but today lives in a another part of the country. (0.25), grew up and lives in another part of the country. (0.25).	er vokset op og bor i dit lokalområde. (0.25), er oprindeligt fra et anden del af landet, men flyttede til dit lokalområde for 5 år siden. (0.25), er oprindeligt fra dit lokalområde, men bor i dag i en anden del af landet. (0.25), er vokset op og bor i en anden del af landet. (0.25).
Occupation	self-employed (0.13), farmer (0.1), highschool teacher (0.16), doctor (0.09), lawyer (0.53).	selvstændigt erhvervsdrivende (0.13), landmand (0.1), gymnasielærer (0.16), læge (0.09), advokat (0.53).
Partisanship	The Social Democrats (0.15), The Radical Liberals (0.12), The Conservative People's Party (0.11), The New Right (0.09), The Socialist People's Party (0.12), The Danish People's Party (0.14), The Liberals (0.14), The Unity List (0.13).	Socialdemokratiet (0.15), Det Radikale Venstre (0.12), Det Konservative Folkeparti (0.11), Nye Borgerlige (0.09), SF (0.12), Dansk Folkeparti (0.14), Venstre (0.14), Enhedslisten (0.13).
Behavioral localism	"" [No information] (0.25), In the Folketing, the candidate on average spends 4 days of a working week on improving conditions in your local area, and the remaining day reviewing and working on national policies. (0.25), In the Folketing, the candidate on average spends 2 days of a working week on improving conditions in your local area, and the remaining 3 days reviewing and working on national policies. (0.25), In the Folketing, the candidate spends all days of the working week on reviewing and working on national policies. (0.25).	"" [Ingen information] (0.25), I Folketinget bruger kandidaten i gennemsnit 4 dage på en almindelig arbejdsuge på at forbedre forhold i dit lokalområde, og den resterende dag på at gennemgå og arbejde på nationale politikker. (0.25), I Folketinget bruger kandidaten i gennemsnit 2 dage på en almindelig arbejdsuge på at forbedre forhold i dit lokalområde, og 3 dage på at gennemgå og arbejde på nationale politikker. (0.25), I Folketinget bruger kandidaten hele sin arbejdsuge på at gennemgå og arbejde på nationale politikker. (0.25).

Distribution of Attributes of Candidates in Conjoint Task II

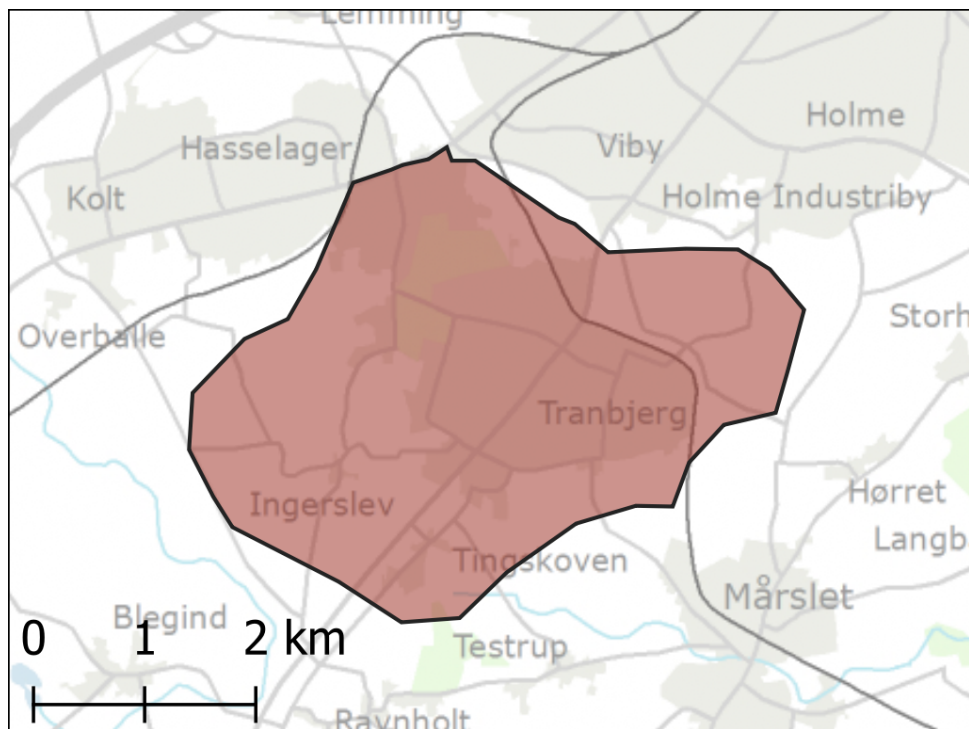
Attribute	Values (Probability)	Values in Danish
Symbolic localism	“” [No information] (0.2), The candidate knows the name of most people in your local area, where the candidate is engaged in local associations and participates in various events. (0.2), The candidate knows the name of some people in your local area, where the candidate has been engaged in local associations and at is seen at bigger events. (0.2), The candidate is seen in the local area during the campaign season, where the candidate meets up at bigger events. (0.2), The candidate is usually not seen in your local area. (0.2).	“” [Ingen information] (0.2), Kandidaten er på fornavn med de fleste i dit lokalområde, hvor kandidaten er aktiv i det lokale foreningsliv og deltager i diverse arrangementer. (0.2), Kandidaten er på fornavn med enkelte i dit lokalområde, hvor kandidaten har været aktiv i det lokale foreningsliv og ses ved større arrangementer. (0.2), Kandidaten ses i dit lokalområde når der er valgkamp, hvor kandidaten møder op ved større arrangementer. (0.2), Kandidaten ses normalt ikke i dit lokalområde. (0.2).

Maps for priming respondents attachment to local area

Picture 1



Picture 2



Picture 3

