

Appendix/Supplementary Material

Title:

Campaigning for Whom? Analyzing the Saliency of Key Issues in Vote Choice Across Social and Partisan Groups during the German 2025 Electoral Campaign

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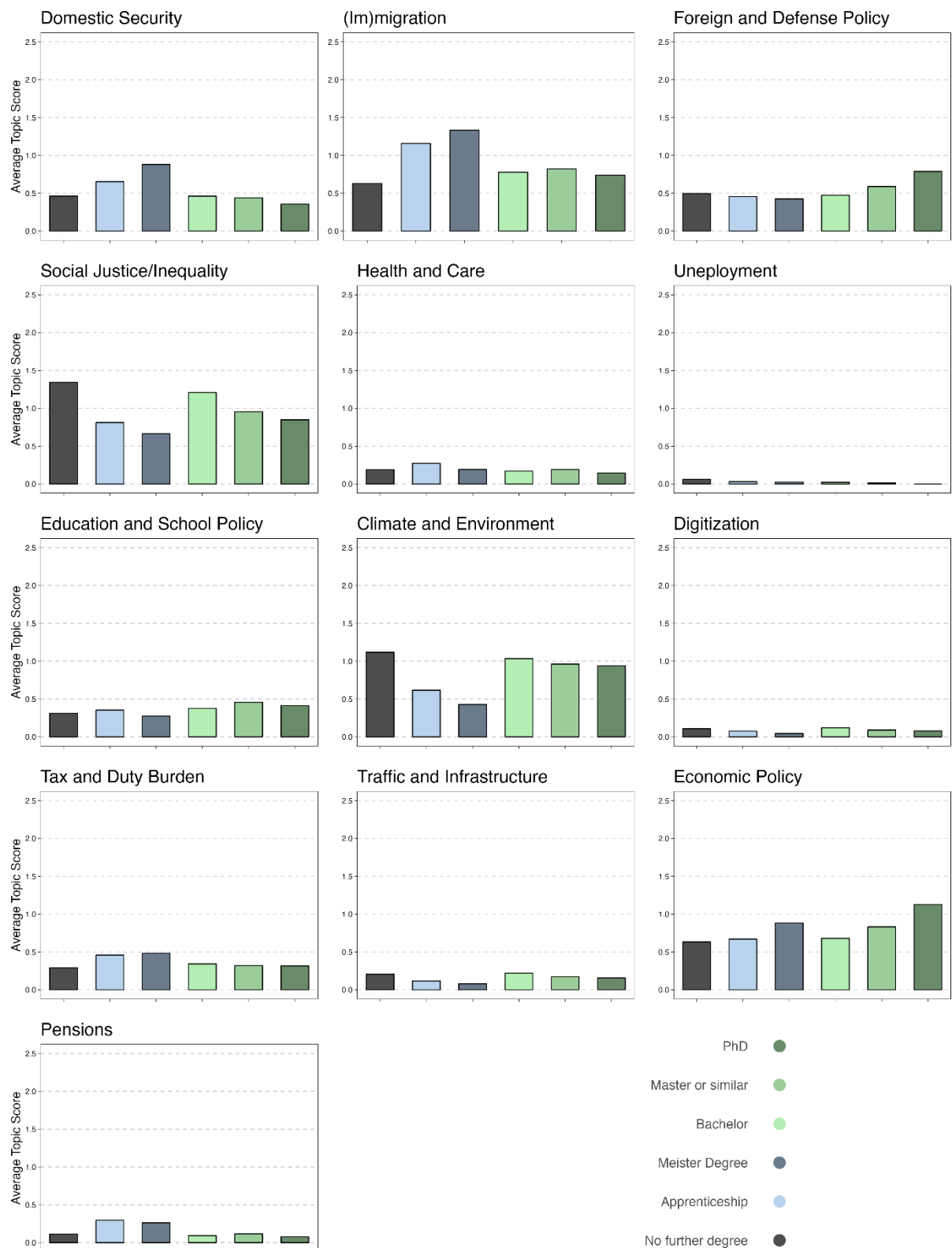


Figure A1: Issue prioritization for groups based on post-secondary education/vocational degrees during the 2025 German federal election campaign. The bars represent the average topic scores for each group. N = 4120. Source: Own calculation and presentation.

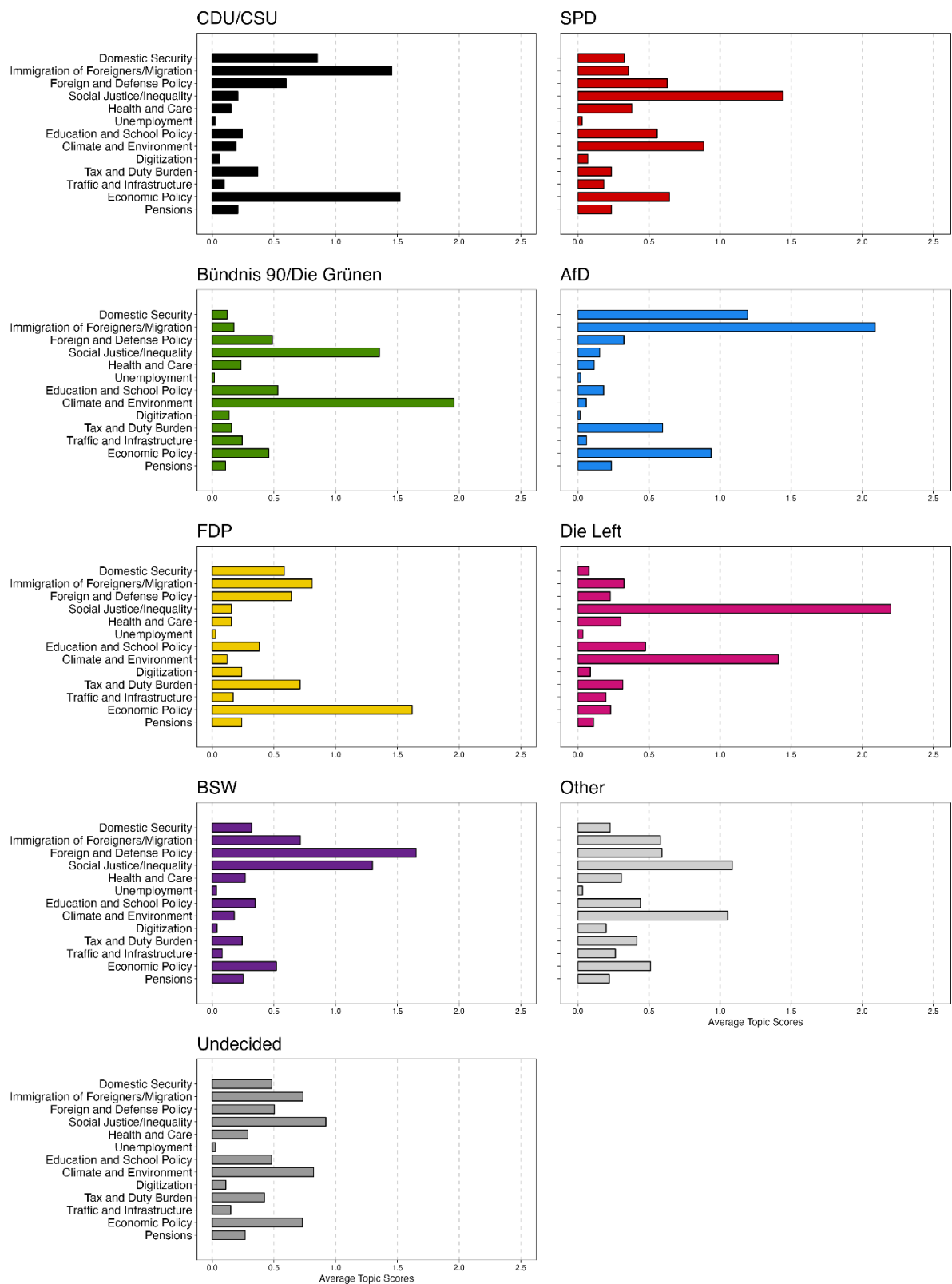


Figure A2: Issue prioritization by partisan groups during the 2025 German federal election campaign. The bars represent the average topic scores for each group. N = 4103 (respondents without a voting intention are not displayed). Source: Own calculation and presentation.

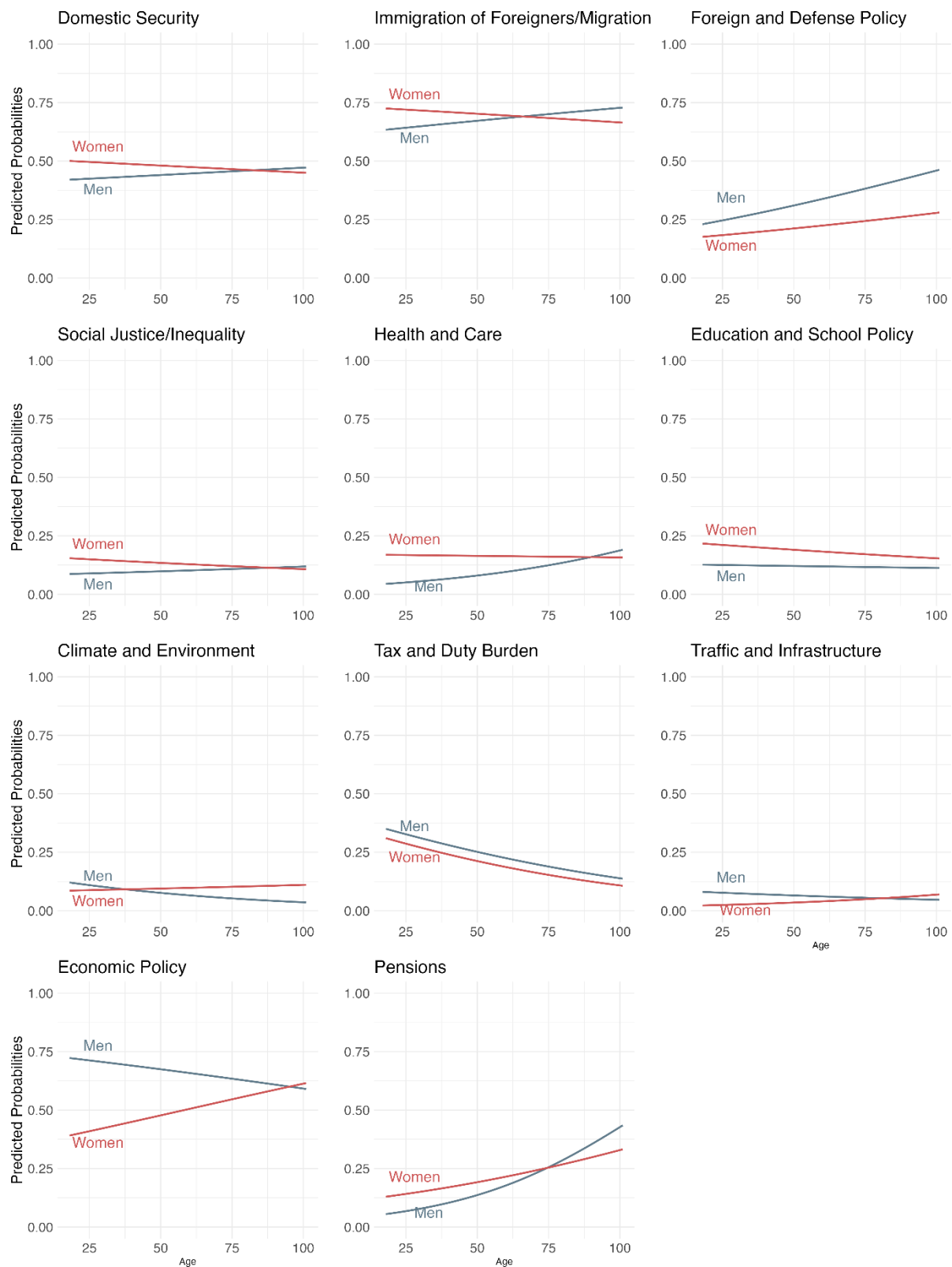


Figure A3: Predicted probabilities for men and women to select a topic into the three most important topics by age. The models include voting intention (ref: CDU/CSU) and highest vocational/academic degree (ref: apprenticeship). As only 64 participants (=1.6%) named *Unemployment* and only 196 (4.9%) named *Digitization* as one of the top three topics, these variables are cases of rare events, which would systematically bias coefficients and standard errors when estimating a regular logistic regression (cf. King & Zeng, 2001). For this reason, a penalized logistic regression was estimated for these dependent variables. See Table A4. N = 3994.

DV: Topic mentioned as one of Top 3	Domestic Security	(Im)migration	Foreign & Defense Policy	Social Justice/ Inequality
<i>Gender</i>	1.512 (0.481)	1.779** (0.518)	0.789 (0.239)	2.263*** (0.661)
<i>Age</i>	1.003 (0.003)	1.005 (0.003)	1.013*** (0.003)	1.004 (0.003)
<i>Gender × Age</i>	0.995 (0.006)	0.991 (0.005)	0.994 (0.005)	0.991* (0.005)
<i>Voting Intention (Reference = CDU/CSU)</i>				
<i>AfD</i>	1.805*** (0.226)	2.560*** (0.357)	0.482*** (0.067)	0.765 (0.153)
<i>Greens</i>	0.096*** (0.017)	0.068*** (0.011)	0.837 (0.118)	12.794*** (2.348)
<i>SPD</i>	0.284*** (0.057)	0.120*** (0.024)	0.903 (0.165)	10.540*** (2.238)
<i>FDP</i>	0.535*** (0.116)	0.323*** (0.067)	1.135 (0.242)	0.679 (0.242)
<i>The Left</i>	0.073*** (0.017)	0.119*** (0.020)	0.382*** (0.069)	43.789*** (9.452)
<i>BSW</i>	0.250*** (0.052)	0.288*** (0.051)	3.580*** (0.644)	12.874*** (2.776)
<i>Other</i>	0.186*** (0.046)	0.214*** (0.043)	0.973 (0.194)	7.780*** (1.746)
<i>Undecided</i>	0.375*** (0.056)	0.272*** (0.039)	0.822 (0.123)	5.331*** (1.003)
<i>Non-Voters</i>	0.184** (0.140)	0.381* (0.194)	0.782 (0.430)	9.459*** (4.877)
<i>Vocational and Academic Education (Reference = Apprenticeship)</i>				
<i>No further degree</i>	1.150 (0.206)	0.687** (0.119)	1.341* (0.220)	1.464** (0.248)
<i>Meister</i>	1.317* (0.195)	1.064 (0.168)	0.898 (0.143)	1.042 (0.178)
<i>Bachelor</i>	0.945 (0.151)	0.905 (0.135)	1.470*** (0.212)	1.275 (0.188)
<i>Master</i>	0.806** (0.079)	0.811** (0.077)	1.307*** (0.119)	0.989 (0.093)
<i>PhD</i>	0.631** (0.143)	0.632** (0.129)	1.601** (0.293)	0.862 (0.170)
<i>Constant</i>	0.692* (0.151)	1.575** (0.341)	0.237*** (0.050)	0.088*** (0.022)
<i>AIC</i>	3874.9	4080.6	4313.9	3989.3
<i>BIC</i>	3988.2	4193.9	4427.1	4102.6
<i>Log.Lik.</i>	-1919.463	-2022.306	-2138.932	-1976.670
<i>F</i>	41.804	60.382	16.812	55.102
<i>Nagelkerke's R²</i>	0.299	0.401	0.112	0.408

* p < 0.1, ** p < 0.05, *** p < 0.01

Table A1: Odds-ratios for binominal logit models estimating the prioritization of *Domestic Security*, *(Im)migration*, *Foreign & Defense Policy* and *Social Justice/Inequality* as key issue. N = 3994.

DV: Topic mentioned as one of Top 3	Health & Care	Education & School Policy	Climate & Environment
<i>Gender</i>	6.282*** (2.149)	2.035*** (0.557)	0.485** (0.142)
<i>Age</i>	1.020*** (0.005)	0.998 (0.004)	0.984*** (0.004)
<i>Gender × Age</i>	0.980*** (0.006)	0.997 (0.005)	1.019*** (0.006)
<i>Voting Intentions (Reference = CDU/CSU)</i>			
<i>AfD</i>	0.762 (0.173)	0.804 (0.144)	0.364*** (0.086)
<i>Greens</i>	1.666** (0.365)	2.286*** (0.388)	33.365*** (6.501)
<i>SPD</i>	2.350*** (0.592)	2.452*** (0.504)	6.565*** (1.423)
<i>FDP</i>	1.411 (0.465)	1.423 (0.370)	0.552 (0.213)
<i>The Left</i>	2.695*** (0.620)	2.550*** (0.471)	15.208*** (3.063)
<i>BSW</i>	1.863** (0.493)	1.732** (0.377)	1.325 (0.349)
<i>Other</i>	2.182*** (0.609)	1.944*** (0.445)	7.092*** (1.624)
<i>Undecided</i>	1.993*** (0.444)	1.898*** (0.338)	5.443*** (1.048)
<i>Non-Voters</i>	1.411 (1.108)	3.215** (1.714)	2.660 (1.607)
<i>Vocational and Academic Education (Reference = Apprenticeship)</i>			
<i>No further degree</i>	0.700 (0.153)	0.694** (0.123)	1.444** (0.249)
<i>Meister</i>	0.726 (0.153)	0.926 (0.163)	1.058 (0.206)
<i>Bachelor</i>	0.544*** (0.108)	0.873 (0.130)	1.463** (0.225)
<i>Master</i>	0.640*** (0.074)	1.255** (0.118)	1.689*** (0.175)
<i>PhD</i>	0.465*** (0.133)	1.236 (0.244)	1.861*** (0.393)
<i>Constant</i>	0.033*** (0.011)	0.150*** (0.037)	0.182*** (0.048)
<i>AIC</i>	2957.9	4062.1	3471.5
<i>BIC</i>	3071.2	4175.4	3584.7
<i>Log.Lik.</i>	-1460.954	-2013.048	-1717.741
<i>F</i>	10.258	11.643	59.376
<i>Nagelkerke's R²</i>	0.088	0.081	0.492

Table A2: Odds-ratios for binominal logit models estimating the selection of *Health & Care*, *Education & School Policy*, *Climate & Environment* and *Digitization* as key issue. N = 3994.

DV: Topic mentioned as one of Top 3	Tax & Duty Burden	Traffic & Infrastructure	Economic Policy	Pensions
<i>Gender</i>	0.854 (0.257)	0.177*** (0.079)	0.178*** (0.052)	3.420*** (1.424)
<i>Age</i>	0.985*** (0.003)	0.993 (0.005)	0.993** (0.003)	1.032*** (0.005)
<i>Gender × Age</i>	0.999 (0.006)	1.022*** (0.008)	1.018*** (0.005)	0.984** (0.007)
<i>Voting Intentions (Reference = CDU/CSU)</i>				
<i>AfD</i>	1.975*** (0.291)	0.632* (0.165)	0.513*** (0.068)	1.081 (0.210)
<i>Greens</i>	0.400*** (0.073)	2.646*** (0.618)	0.176*** (0.025)	0.530*** (0.124)
<i>SPD</i>	0.786 (0.175)	1.592 (0.484)	0.265*** (0.048)	1.088 (0.283)
<i>FDP</i>	2.404*** (0.531)	1.429 (0.514)	1.384 (0.316)	1.302 (0.404)
<i>The Left</i>	0.768 (0.141)	1.976*** (0.511)	0.087*** (0.016)	0.693 (0.178)
<i>BSW</i>	0.659* (0.155)	0.584 (0.233)	0.194*** (0.036)	1.303 (0.329)
<i>Other</i>	0.964 (0.219)	2.694*** (0.790)	0.150*** (0.032)	1.077 (0.315)
<i>Undecided</i>	1.158 (0.193)	1.647** (0.419)	0.269*** (0.040)	1.207 (0.259)
<i>Non-Voters</i>	1.261 (0.747)	0.823 (0.868)	0.489 (0.249)	0.957 (0.761)
<i>Vocational and Academic Education (Reference = Apprenticeship)</i>				
<i>No further degree</i>	0.584*** (0.102)	1.545** (0.326)	1.223 (0.189)	0.713 (0.177)
<i>Meister</i>	0.944 (0.142)	0.764 (0.218)	1.344** (0.188)	0.755 (0.141)
<i>Bachelor</i>	0.690** (0.105)	1.489** (0.294)	1.324** (0.183)	0.431*** (0.107)
<i>Master</i>	0.776** (0.077)	1.364** (0.190)	1.532*** (0.133)	0.326*** (0.045)
<i>PhD</i>	0.757 (0.168)	1.383 (0.388)	2.562*** (0.466)	0.230*** (0.086)
<i>Constant</i>	0.702 (0.156)	0.099*** (0.032)	2.965*** (0.598)	0.034*** (0.011)
<i>AIC</i>	4020.5	2353.4	4735.9	2637.7
<i>BIC</i>	4133.7	2466.7	4849.2	2750.9
<i>Log.Lik.</i>	-1992.232	-1158.708	-2349.968	-1300.834
<i>F</i>	14.321	7.604	30.267	9.903
<i>Nagelkerke's R²</i>	0.101	0.077	0.199	0.094

* p < 0.1, ** p < 0.05, *** p < 0.01

Table A3: Odds-ratios for binominal logit models estimating the prioritization of *Tax & Duty Burden*, *Traffic & Infrastructure*, *Economic Policy* and *Pensions* as key issue. N = 3994.

DV: Topic mentioned as one of Top 3	Unemployment	Digitization
<i>Gender</i>	2.204 (1.628)	0.401 (0.227)
<i>Age</i>	0.966*** (0.010)	0.983*** (0.006)
<i>Gender × Age</i>	0.984 (0.016)	1.004 (0.011)
<i>Voting Intention (Reference = CDU/CSU)</i>		
<i>AfD</i>	0.577 (0.271)	0.191*** (0.076)
<i>Greens</i>	0.450 (0.239)	1.843** (0.515)
<i>SPD</i>	1.139 (0.692)	1.140 (0.443)
<i>FDP</i>	1.270 (0.835)	2.150** (0.810)
<i>The Left</i>	0.621 (0.318)	0.993 (0.324)
<i>BSW</i>	1.489 (0.858)	0.432* (0.230)
<i>Other</i>	0.993 (0.608)	2.369** (0.808)
<i>Undecided</i>	0.950 (0.464)	1.384 (0.418)
<i>Non-Voters</i>	1.668 (2.439)	0.547 (0.791)
<i>Vocational and Academic Education (Reference = Apprentice)</i>		
<i>No Vocational Education</i>	0.985 (0.370)	0.858 (0.244)
<i>Meister</i>	0.861 (0.424)	0.543 (0.226)
<i>Bachelor</i>	0.351** (0.175)	1.172 (0.286)
<i>Master</i>	0.529* (0.179)	1.049 (0.192)
<i>PhD</i>	0.173* (0.233)	1.364 (0.470)
<i>Constant</i>	0.159*** (0.100)	0.150*** (0.060)
<i>Likelihood Ratio Test</i>	41.56103 (p = 0.000776)	128.6099 (p = 0)

* p < 0.1, ** p < 0.05, *** p < 0.01

Table A4: Odds-ratios for penalized logistic regression models estimating the prioritization of *Unemployment* and *Digitization* as key issue. As only 64 participants (=1.6%) named *Unemployment* and only 196 (4.9%) named *Digitization* as one of the top three topics, these variables are cases of rare events, which would systematically bias coefficients and standard errors when estimating a regular logistic regression (cf. King & Zeng, 2001). For this reason, a penalized logistic regression was estimated for these dependent variables. N = 3994.

Reference

King, G., & Zeng, L. (2001). Logistic Regression in Rare Events Data. *Political Analysis*, 9(2), 137–163. <https://doi.org/10.1093/oxfordjournals.pan.a004868>