## Online Appendix

How candidate characteristics affect favorability in European Parliament elections: Evidence from a conjoint experiment in Finland

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### Regression Results

#### Table A1 Regression result for whole population (ACMEs)

|                                | Coef. | St.Err. | p-value | [95% Conf. Interval] |
|--------------------------------|-------|---------|---------|----------------------|
| Gender                         |       |         |         |                      |
| Male                           | 0.006 | 0.012   | 0.603   | -0.017               | 0.029 |
| Female                         | 0.035 | 0.012   | 0.002   | 0.013                | 0.058 |
| Ideology                       |       |         |         |                      |
| Left                           | 0.003 | 0.016   | 0.857   | -0.029               | 0.035 |
| Center-Left                    | 0.028 | 0.016   | 0.077   | -0.003               | 0.060 |
| Centrist                       | 0.037 | 0.016   | 0.021   | 0.005                | 0.068 |
| Center-right                   | 0.018 | 0.016   | 0.282   | -0.015               | 0.050 |
| Right                          | -0.011| 0.017   | 0.507   | -0.045               | 0.022 |
| Issue representation          |       |         |         |                      |
| Human rights & democracy       | 0.093 | 0.015   | 0.000   | 0.064                | 0.122 |
| Climate change & environment   | 0.037 | 0.016   | 0.019   | 0.006                | 0.060 |
| Immigration                    | 0.043 | 0.016   | 0.008   | 0.011                | 0.074 |
| Security & defense             | 0.037 | 0.015   | 0.014   | 0.008                | 0.067 |
| Political experience           |       |         |         |                      |
| No political experience        | -0.018| 0.015   | 0.228   | -0.048               | 0.012 |
| Local politics                 | 0.028 | 0.015   | 0.055   | -0.001               | 0.057 |
| National level politics        | 0.015 | 0.016   | 0.356   | -0.017               | 0.046 |
| European politics              | 0.025 | 0.015   | 0.094   | -0.004               | 0.054 |
| Focus of representation        |       |         |         |                      |
| All people who voted for candidate | -0.007| 0.015 | 0.651 | -0.036 | 0.022 |
| Candidate's national party     | -0.002| 0.014   | 0.899   | -0.030               | 0.026 |
| All people in Finland          | 0.119 | 0.015   | 0.000   | 0.089                | 0.148 |
| All people in Europe           | 0.082 | 0.014   | 0.000   | 0.054                | 0.111 |
| Citizenship                    |       |         |         |                      |
| Greek                          | -0.082| 0.016   | 0.000   | -0.114               | -0.050 |
| Romanian                       | -0.132| 0.016   | 0.000   | -0.164               | -0.099 |
| German                         | 0.002 | 0.016   | 0.889   | -0.030               | 0.035 |
| Danish                         | -0.002| 0.017   | 0.925   | -0.034               | 0.031 |
| Finnish                        | 0.146 | 0.016   | 0.000   | 0.116                | 0.177 |
| Position on EU integration     |       |         |         |                      |
| Less EU integration            | -0.016| 0.014   | 0.244   | -0.043               | 0.011 |
| About the same                 | 0.060 | 0.014   | 0.000   | 0.034                | 0.087 |
| More EU integration            | 0.013 | 0.014   | 0.352   | -0.014               | 0.040 |
| Constant                       | 0.380 | 0.026   | 0.000   | 0.328                | 0.432 |

Number of obs: 11606

Note: All results compared to reference category being no information shown
| Issue representation | Coef.  | St.Err. | p-value | [95% Conf Interval] |
|----------------------|--------|---------|---------|---------------------|
| Human rights & democracy | 0.009  | 0.071 | 0.895  | -0.131 0.149  |
| Climate change & environment | 0.100  | 0.073 | 0.171  | -0.043 0.244  |
| Immigration | 0.091  | 0.072 | 0.988  | -0.140 0.142  |
| Security & defense | 0.092  | 0.071 | 0.191  | -0.046 0.231  |
| Gender | Male | -0.001  | 0.027 | 0.965  | -0.055 0.052  |
| Female | 0.013  | 0.027 | 0.623  | -0.040 0.040  |
| Human rights & democracy | Male | 0.017  | 0.037 | 0.657  | -0.057 0.090  |
| Female | 0.026  | 0.038 | 0.494  | -0.048 0.100  |
| Climate change & environment | Male | -0.009 | 0.038 | 0.820  | -0.084 0.066  |
| Female | 0.037  | 0.036 | 0.313  | -0.034 0.108  |
| Immigration | Male | 0.005  | 0.037 | 0.941  | -0.058 0.146  |
| Female | 0.053  | 0.037 | 0.153  | -0.020 0.125  |
| Security & defense | Male | -0.025 | 0.036 | 0.492  | -0.095 0.064  |
| Female | 0.012  | 0.037 | 0.738  | -0.060 0.084  |
| Ideology | Left | 0.010  | 0.035 | 0.762  | -0.057 0.078  |
| Center-Left | -0.017 | 0.036 | 0.631  | -0.087 0.053  |
| Center | 0.018  | 0.036 | 0.920  | -0.053 0.089  |
| Center-right | -0.035 | 0.035 | 0.153  | -0.041 0.027  |
| Human rights & democracy | Center-left | 0.123 | 0.052 | 0.017  | 0.225  |
| Center | 0.073  | 0.050 | 0.143  | -0.025 0.171  |
| Human rights & democracy | Center-right | 0.071 | 0.051 | 0.169  | -0.030 0.172  |
| Right | -0.049 | 0.046 | 0.293  | -0.042 0.139  |
| Climate change & environment | Center-left | 0.049 | 0.047 | 0.390  | -0.142 0.134  |
| Center | 0.011  | 0.050 | 0.828  | -0.087 0.108  |
| Climate change & environment | Center | -0.022 | 0.050 | 0.659  | -0.120 0.076  |
| Climate change & environment | Center-right | -0.006 | 0.051 | 0.905  | -0.017 0.095  |
| Right | -0.064 | 0.048 | 0.182  | -0.138 0.030  |
| Immigration | Male | 0.045  | 0.057 | 0.341  | -0.119 0.105  |
| Female | 0.053  | 0.037 | 0.153  | -0.020 0.125  |
| Security & defense | Male | 0.016  | 0.035 | 0.762  | -0.057 0.078  |
| Female | 0.021  | 0.050 | 0.615  | -0.073 0.124  |
| Security & defense | Center-left | 0.025 | 0.053 | 0.153  | -0.049 0.159  |
| Center | 0.023  | 0.053 | 0.674  | -0.082 0.127  |
| Right | 0.045  | 0.051 | 0.341  | -0.119 0.105  |
| Security & defense | Left | -0.032 | 0.049 | 0.519  | -0.129 0.065  |
| Center | 0.021  | 0.050 | 0.673  | -0.077 0.119  |
| Security & defense | Center-left | 0.007 | 0.051 | 0.891  | -0.093 0.107  |
| Center | -0.023 | 0.050 | 0.060  | -0.120 0.075  |
| Security & defense | Right | 0.046  | 0.049 | 0.348  | -0.051 0.144  |
| Political experience | No political experience | -0.042 | 0.033 | 0.210  | -0.107 0.024  |
| Local politics | 0.016  | 0.033 | 0.634  | -0.049 0.081  |
| National level politics | 0.014  | 0.035 | 0.686  | -0.034 0.082  |
| European politics | 0.004  | 0.033 | 0.914  | -0.091 0.094  |
| Human rights & democracy | No political experience | 0.005 | 0.045 | 0.905  | -0.082 0.093  |
| Local politics | 0.020  | 0.045 | 0.656  | -0.068 0.107  |
| National level politics | 0.011  | 0.046 | 0.806  | -0.080 0.102  |
| European politics | 0.052  | 0.044 | 0.239  | -0.035 0.139  |
| Immigration | No political experience | 0.079  | 0.047 | 0.993  | -0.013 0.171  |
| Local politics | -0.007 | 0.047 | 0.881  | -0.100 0.084  |
| National level politics | -0.006  | 0.047 | 0.906  | -0.097 0.086  |
| European politics | -0.043  | 0.048 | 0.367  | -0.136 0.050  |
| European politics | -0.012 | 0.047 | 0.804  | -0.103 0.080  |
| Security & defense | No political experience | 0.045  | 0.046 | 0.323  | -0.044 0.134  |
| Local politics | 0.061  | 0.045 | 0.181  | -0.028 0.150  |
| European politics | 0.012  | 0.047 | 0.805  | -0.081 0.105  |
| European politics | 0.015  | 0.045 | 0.728  | -0.072 0.103  |
| Focus of representation | All who voted for candidate | 0.006  | 0.032 | 0.851  | -0.058 0.079  |
| Candidate's national party | -0.034 | 0.031 | 0.277  | -0.096 0.028  |
| All people in Finland | 0.119  | 0.032 | 0.900  | -0.055 0.183  |
| All people in Europe | 0.081  | 0.034 | 0.017  | 0.014 0.147  |
| Human rights & democracy | All who voted for candidate | -0.011 | 0.045 | 0.806  | -0.099 0.077  |
| Candidate's national party | 0.063  | 0.045 | 0.163  | -0.025 0.151  |
| Human rights & democracy | All people in Finland | 0.020  | 0.045 | 0.650  | -0.068 0.109  |
| European politics | 0.005  | 0.046 | 0.920  | -0.085 0.095  |
| European politics | -0.031 | 0.046 | 0.491  | -0.121 0.058  |
| European politics | 0.033  | 0.045 | 0.457  | -0.054 0.121  |
| Category                              | Description                                      | Coef.  | St.Err. | p-value | [95% Conf Interval] |
|---------------------------------------|--------------------------------------------------|--------|---------|---------|---------------------|
| Climate change & environment#        | All people in Finland                            | -0.035 | 0.047   | 0.456   | -0.127, 0.057       |
| Climate change & environment#        | All people in Europe                             | -0.007 | 0.046   | 0.872   | -0.098, 0.083       |
| Immigration#                         | All who voted for candidate                      | -0.007 | 0.044   | 0.881   | -0.094, 0.080       |
| Immigration#                         | Candidate’s national party                       | 0.095  | 0.046   | 0.290   | -0.033, 0.149       |
| Immigration#                         | All people in Finland                            | 0.025  | 0.049   | 0.608   | -0.071, 0.121       |
| Immigration#                         | All people in Europe                             | -0.010 | 0.046   | 0.830   | -0.101, 0.081       |
| Security & defense#                  | All who voted for candidate                      | -0.016 | 0.047   | 0.731   | -0.108, 0.076       |
| Security & defense#                  | Candidate’s national party                       | 0.013  | 0.044   | 0.762   | -0.073, 0.099       |
| Security & defense#                  | All people in Finland                            | -0.015 | 0.046   | 0.746   | -0.116, 0.096       |
| Security & defense#                  | All people in Europe                             | 0.041  | 0.049   | 0.395   | -0.054, 0.137       |
| Citizenship                          | Greek                                            | -0.075 | 0.037   | 0.045   | -0.148, -0.002      |
| Citizenship                          | Romanian                                         | -0.142 | 0.034   | 0.000   | -0.209, -0.075      |
| Citizenship                          | German                                           | -0.012 | 0.036   | 0.750   | -0.083, 0.060       |
| Citizenship                          | Danish                                           | -0.002 | 0.037   | 0.948   | -0.075, 0.071       |
| Human rights & democracy             | Greek                                            | -0.008 | 0.052   | 0.872   | -0.111, 0.094       |
| Human rights & democracy             | Romanian                                         | 0.042  | 0.049   | 0.392   | -0.054, 0.138       |
| Human rights & democracy             | German                                           | 0.039  | 0.052   | 0.448   | -0.062, 0.141       |
| Human rights & democracy             | Danish                                           | 0.012  | 0.050   | 0.806   | -0.087, 0.112       |
| Human rights & democracy             | Finnish                                          | 0.019  | 0.050   | 0.699   | -0.079, 0.118       |
| Climate change & environment#       | Greek                                            | -0.004 | 0.049   | 0.934   | -0.101, 0.093       |
| Climate change & environment#       | Romanian                                         | -0.009 | 0.047   | 0.849   | -0.101, 0.083       |
| Climate change & environment#       | German                                           | -0.028 | 0.050   | 0.579   | -0.125, 0.070       |
| Climate change & environment#       | Danish                                           | 0.016  | 0.052   | 0.753   | -0.085, 0.118       |
| Climate change & environment#       | Finnish                                          | -0.071 | 0.050   | 0.153   | -0.168, 0.026       |
| Immigration#                         | Greek                                            | 0.071  | 0.053   | 0.182   | -0.033, 0.175       |
| Immigration#                         | Romanian                                         | 0.048  | 0.051   | 0.346   | -0.052, 0.149       |
| Immigration#                         | German                                           | 0.072  | 0.050   | 0.153   | -0.027, 0.171       |
| Immigration#                         | Danish                                           | 0.015  | 0.053   | 0.781   | -0.090, 0.120       |
| Immigration#                         | Finnish                                          | 0.070  | 0.050   | 0.164   | -0.029, 0.169       |
| Security & defense#                  | Greek                                            | -0.039 | 0.051   | 0.243   | -0.158, 0.040       |
| Security & defense#                  | Romanian                                         | -0.016 | 0.049   | 0.750   | -0.112, 0.084       |
| Security & defense#                  | German                                           | -0.014 | 0.049   | 0.766   | -0.110, 0.081       |
| Security & defense#                  | Finnish                                          | -0.036 | 0.051   | 0.482   | -0.136, 0.064       |
| Security & defense#                  | Finnish                                          | -0.027 | 0.048   | 0.578   | -0.121, 0.068       |
| Position on EU integration           | Less EU integration                              | 0.043  | 0.028   | 0.122   | -0.011, 0.097       |
| Position on EU integration           | About the same                                   | 0.131  | 0.029   | 0.000   | 0.074, 0.188        |
| Human rights & democracy             | Less EU integration                              | 0.044  | 0.029   | 0.126   | -0.012, 0.100       |
| Human rights & democracy             | About the same                                   | -0.065 | 0.040   | 0.104   | -0.143, 0.013       |
| Human rights & democracy             | More EU integration                              | -0.073 | 0.042   | 0.083   | -0.155, 0.009       |
| Climate change & environment#       | Less EU integration                              | -0.036 | 0.039   | 0.360   | -0.113, 0.041       |
| Climate change & environment#       | About the same                                   | -0.051 | 0.040   | 0.196   | -0.129, 0.027       |
| Climate change & environment#       | More EU integration                              | -0.116 | 0.041   | 0.005   | -0.197, -0.035      |
| Climate change & environment#       | More EU integration                              | -0.046 | 0.041   | 0.263   | -0.126, 0.034       |
| Immigration#                         | Less EU integration                              | -0.117 | 0.039   | 0.003   | -0.194, -0.039      |
| Immigration#                         | More EU integration                              | -0.075 | 0.040   | 0.060   | -0.152, 0.003       |
| Immigration#                         | About the same                                   | -0.050 | 0.039   | 0.199   | -0.127, 0.026       |
| Security & defense#                  | Less EU integration                              | -0.084 | 0.041   | 0.041   | -0.164, -0.003      |
| Security & defense#                  | About the same                                   | -0.104 | 0.041   | 0.011   | -0.185, -0.024      |
| Security & defense#                  | More EU integration                              | -0.053 | 0.040   | 0.187   | -0.132, 0.026       |
| Constant                             |                                                  | 0.383  | 0.053   | 0.000   | 0.280, 0.487        |

Number of obs: 11606

Note: All results compared to reference category being no information shown.
| Position on EU integration | Coef. | St.Err. | p-value | [95% Conf Interval] |
|----------------------------|-------|---------|---------|---------------------|
| Less EU integration        | 0.148 | 0.061   | 0.016   | 0.028 0.269         |
| About the same             | 0.312 | 0.068   | 0.000   | 0.179 0.445         |
| More EU integration        | 0.120 | 0.067   | 0.073   | -0.011 0.251        |
| Gender                     |       |         |         |                     |
| Male                       |       |         |         |                     |
| Coef.                      |       |         |         |                     |
| Male# Less EU integration  | -0.016| 0.023   | 0.503   | -0.061 0.030        |
| Male# About the same       | 0.057 | 0.023   | 0.014   | 0.012 0.102         |
| Male# More EU integration  | 0.031 | 0.032   | 0.334   | -0.032 0.094        |
| Male# Less EU integration  | -0.036| 0.032   | 0.257   | -0.027 0.099        |
| Male# More EU integration  | 0.023 | 0.032   | 0.478   | -0.041 0.087        |
| Female# Less EU integration| -0.011| 0.032   | 0.736   | -0.073 0.051        |
| Female# About the same     | -0.035| 0.032   | 0.280   | -0.098 0.028        |
| Female# More EU integration| -0.040| 0.033   | 0.225   | -0.104 0.025        |
| Ideology                   |       |         |         |                     |
| Left                       |       |         |         |                     |
| Coef.                      |       |         |         |                     |
| Left# Less EU integration  | -0.013| 0.044   | 0.769   | -0.099 0.074        |
| Left# About the same       | -0.048| 0.047   | 0.312   | -0.140 0.045        |
| Left# More EU integration  | 0.044 | 0.045   | 0.329   | -0.044 0.132        |
| Center# Less EU integration| -0.041| 0.044   | 0.357   | -0.128 0.040        |
| Center# About the same     | -0.006| 0.047   | 0.899   | -0.097 0.005        |
| Center# More EU integration| 0.009 | 0.043   | 0.830   | -0.076 0.094        |
| Center-Right# Less EU integration| -0.003| 0.046| 0.947 | -0.094 0.087 |
| Center-Right# About the same| -0.088| 0.046| 0.055 | -0.177 0.002 |
| Center-Right# More EU integration| -0.050| 0.042| 0.241 | -0.133 0.004 |
| Right# Less EU integration | -0.067| 0.044 | 0.128 | -0.152 0.031 |
| Right# About the same      | -0.059| 0.046 | 0.195 | -0.149 0.030 |
| Right# More EU integration | -0.034| 0.044 | 0.446 | -0.120 0.053 |
| Issue representation       |       |         |         |                     |
| Human rights & democracy   |       |         |         |                     |
| Coef.                      |       |         |         |                     |
| Human rights & democracy# Less EU integration| -0.083| 0.040| 0.039 | -0.161 -0.004 |
| Human rights & democracy# About the same| -0.077| 0.041| 0.060 | -0.158 0.003 |
| Human rights & democracy# More EU integration| -0.083| 0.039| 0.274 | -0.121 0.135 |
| Climate change & environment |     |       |         |                     |
| Coef.                      |       |         |         |                     |
| Climate change & environment # Less EU integration| -0.055| 0.040| 0.166 | -0.134 0.023 |
| Climate change & environment # About the same| -0.112| 0.040| 0.005 | -0.192 -0.033 |
| Climate change & environment # More EU integration| -0.042| 0.041| 0.302 | -0.122 0.038 |
| Immigration                |       |         |         |                     |
| Coef.                      |       |         |         |                     |
| Immigration# Less EU integration| -0.115| 0.039| 0.004 | -0.192 -0.038 |
| Immigration# About the same| -0.078| 0.039| 0.045 | -0.153 -0.002 |
| Immigration# More EU integration| -0.047| 0.039| 0.229 | -0.124 0.030 |
| Security & defense         |       |         |         |                     |
| Coef.                      |       |         |         |                     |
| Security & defense# Less EU integration| -0.096| 0.041| 0.020 | -0.177 -0.016 |
| Security & defense# About the same| -0.107| 0.041| 0.009 | -0.187 -0.026 |
| Security & defense# More EU integration| -0.058| 0.040| 0.154 | -0.137 0.022 |
| Political experience       |       |         |         |                     |
| Coef.                      |       |         |         |                     |
| No political experience    | -0.002| 0.029 | 0.950 | -0.059 0.056 |
| Local politics             | 0.068 | 0.027 | 0.012 | 0.015 0.121 |
| National level politics    | 0.034 | 0.029 | 0.231 | -0.022 0.090 |
| European politics          | 0.027 | 0.029 | 0.352 | -0.030 0.084 |
| No political experience# Less EU integration| -0.019| 0.042| 0.647 | -0.101 0.063 |
| No political experience# About the same| -0.047| 0.041| 0.255 | -0.127 0.034 |
| No political experience# More EU integration| -0.004| 0.041| 0.923 | -0.085 0.077 |
| Local politics# Less EU integration| -0.039| 0.040| 0.451 | -0.108 0.048 |
| Local politics# About the same| -0.105| 0.040| 0.009 | -0.184 -0.027 |
| Local politics# More EU integration| -0.023| 0.040| 0.558 | -0.101 0.055 |
| National politics# Less EU integration| -0.024| 0.040| 0.540 | -0.102 0.053 |
| National politics# About the same| -0.056| 0.041| 0.169 | -0.136 0.024 |
| National politics# More EU integration| -0.004| 0.040| 0.913 | -0.082 0.073 |
| European politics# Less EU integration| -0.053| 0.040| 0.415 | -0.112 0.046 |
| European politics# About the same| -0.056| 0.041| 0.881 | -0.086 0.074 |
| European politics# More EU integration| 0.024| 0.040| 0.555 | -0.055 0.103 |
| Focus of representation   |       |         |         |                     |
| All who voted for candidate| -0.001| 0.029 | 0.983 | -0.058 0.057 |
| Candidate's national party| 0.004 | 0.028 | 0.888 | -0.051 0.059 |
| All people in Finland      | 0.148 | 0.029 | 0.000 | 0.091 0.205 |
| All people in Europe       | 0.116 | 0.030 | 0.000 | 0.057 0.174 |
| All who voted# Less EU integration| -0.005| 0.042| 0.908 | -0.087 0.077 |
| Category                                      | Coef.  | St.Err. | p-value | [95% Conf Interval] |
|-----------------------------------------------|--------|---------|---------|---------------------|
| All who voted #About the same                | -0.012 | 0.042   | 0.771   | -0.094, 0.070       |
| All who voted #More EU integration           | -0.012 | 0.040   | 0.771   | -0.089, 0.066       |
| Candidate's national party #Less EU integration | 0.043 | 0.039   | 0.280   | -0.035, 0.120       |
| Candidate's national party #About the same    | -0.032 | 0.043   | 0.449   | -0.116, 0.051       |
| Candidate's national party #More EU integration | -0.031 | 0.040   | 0.436   | -0.109, 0.047       |
| All people in Finland #Less EU integration   | -0.009 | 0.040   | 0.825   | -0.087, 0.070       |
| All people in Finland #About the same         | -0.051 | 0.041   | 0.211   | -0.131, 0.029       |
| All people in Finland #More EU integration    | -0.045 | 0.040   | 0.271   | -0.124, 0.035       |
| All people in Europe #Less EU integration    | -0.005 | 0.041   | 0.900   | -0.085, 0.075       |
| All people in Europe #About the same          | -0.087 | 0.042   | 0.040   | -0.171, -0.004      |
| All people in Europe #More EU integration    | -0.033 | 0.042   | 0.423   | -0.116, 0.049       |
| Citizenship                                   |        |         |         |                     |
| Greek                                         | -0.086 | 0.033   | 0.010   | -0.151, -0.020      |
| Romanian                                      | -0.104 | 0.032   | 0.001   | -0.167, -0.041      |
| German                                        | 0.060  | 0.033   | 0.070   | -0.005, 0.125       |
| Danish                                        | 0.052  | 0.033   | 0.115   | -0.013, 0.117       |
| Finnish                                       | 0.222  | 0.032   | 0.000   | 0.159, 0.285        |
| Greek # Less EU integration                   | 0.010  | 0.046   | 0.833   | -0.080, 0.099       |
| Greek # About the same                        | -0.020 | 0.044   | 0.653   | -0.107, 0.067       |
| Greek # More EU integration                   | 0.023  | 0.047   | 0.626   | -0.070, 0.116       |
| Romanian # Less EU integration                | -0.086 | 0.044   | 0.053   | -0.172, 0.001       |
| Romanian # About the same                     | -0.015 | 0.045   | 0.743   | -0.103, 0.074       |
| Romanian # More EU integration                | -0.013 | 0.044   | 0.769   | -0.100, 0.074       |
| German # Less EU integration                  | -0.087 | 0.045   | 0.051   | -0.175, 0.000       |
| German # About the same                       | -0.096 | 0.045   | 0.032   | -0.184, -0.008      |
| German # More EU integration                  | -0.049 | 0.044   | 0.274   | -0.136, 0.039       |
| Danish # Less EU integration                  | -0.080 | 0.047   | 0.090   | -0.173, 0.013       |
| Danish # About the same                       | -0.101 | 0.046   | 0.028   | -0.190, -0.011      |
| Danish # More EU integration                  | -0.043 | 0.046   | 0.355   | -0.133, 0.048       |
| Finnish # Less EU integration                 | -0.125 | 0.046   | 0.007   | -0.215, -0.035      |
| Finnish # About the same                      | -0.089 | 0.043   | 0.041   | -0.174, -0.003      |
| Finnish # More EU integration                 | -0.097 | 0.046   | 0.036   | -0.187, -0.006      |
| Constant                                      | 0.250  | 0.047   | 0.158   | 0.342               |

Number of obs.: 11606

Note: All results compared to reference category being no information shown
| TABLE A4 DIFFERENCES ACROSS RESPONDENTS’ IDEOLOGICAL POSITION |
|-------------------------------------------------------------|
| **Respondents’ ideology (ref=Left)**                        |
| Intermediate                                                | 0.008 | 0.059 | 0.893 | -0.108 | 0.124 |
| Right                                                       | 0.084 | 0.066 | 0.204 | -0.045 | 0.213 |
| **Gender**                                                  |
| Male                                                        | 0.006 | 0.022 | 0.787 | -0.037 | 0.049 |
| Female                                                      | 0.045 | 0.022 | 0.041 | 0.002 | 0.088 |
| Intermediate#Male                                          | -0.004 | 0.028 | 0.875 | -0.059 | 0.050 |
| Intermediate#Female                                         | -0.019 | 0.027 | 0.487 | -0.073 | 0.035 |
| Right#Male                                                  | 0.015 | 0.031 | 0.636 | -0.046 | 0.075 |
| Right#Female                                                | 0.007 | 0.031 | 0.829 | -0.054 | 0.067 |
| **Ideology**                                               |
| Left                                                        | 0.175 | 0.031 | 0.000 | 0.116 | 0.235 |
| Center-Left                                                 | 0.110 | 0.030 | 0.000 | 0.050 | 0.170 |
| Center                                                      | 0.020 | 0.033 | 0.545 | -0.044 | 0.084 |
| Center-right                                                | -0.068 | 0.032 | 0.037 | -0.131 | -0.004 |
| Right                                                       | -0.180 | 0.030 | 0.000 | -0.239 | -0.122 |
| Intermediate#Left                                          | -0.199 | 0.038 | 0.000 | -0.274 | -0.124 |
| Intermediate#Center-Left                                    | -0.070 | 0.038 | 0.069 | -0.145 | 0.005 |
| Intermediate#Center                                         | 0.022 | 0.040 | 0.577 | -0.056 | 0.101 |
| Intermediate#Center-Right                                   | 0.089 | 0.040 | 0.027 | 0.010 | 0.167 |
| Intermediate#Right                                          | 0.164 | 0.040 | 0.000 | 0.086 | 0.242 |
| Right#Male                                                  | -0.309 | 0.044 | 0.000 | -0.390 | -0.222 |
| Right#Center-Latin                                          | -0.190 | 0.042 | 0.000 | -0.273 | -0.107 |
| Right#Center                                                | 0.022 | 0.044 | 0.616 | -0.065 | 0.110 |
| Right#Center-Right                                          | 0.165 | 0.045 | 0.000 | 0.076 | 0.254 |
| Right#Right                                                 | 0.321 | 0.042 | 0.000 | 0.238 | 0.404 |
| **Issue representation**                                   |
| Human rights & democracy                                    | 0.119 | 0.027 | 0.000 | 0.065 | 0.172 |
| Climate change & environment                                | 0.115 | 0.030 | 0.000 | 0.057 | 0.174 |
| Immigration                                                | -0.014 | 0.030 | 0.650 | -0.072 | 0.045 |
| Security & defense                                         | -0.041 | 0.027 | 0.136 | -0.095 | 0.013 |
| Intermediate#Human rights and democracy                    | -0.006 | 0.034 | 0.867 | -0.073 | 0.002 |
| Intermediate#Climate change & environment                  | -0.073 | 0.038 | 0.055 | -0.148 | 0.001 |
| Intermediate#Immigration                                    | 0.076 | 0.038 | 0.047 | 0.001 | 0.151 |
| Intermediate#Security & defense                            | 0.108 | 0.036 | 0.003 | 0.038 | 0.178 |
| Right#Human rights and democracy                           | -0.075 | 0.039 | 0.052 | -0.151 | 0.001 |
| Right#Climate change & environment                         | -0.149 | 0.041 | 0.000 | -0.230 | -0.068 |
| Right#Immigration                                          | 0.077 | 0.042 | 0.067 | -0.006 | 0.159 |
| Right#Security & defense                                   | 0.104 | 0.038 | 0.007 | 0.029 | 0.179 |
| **Political experience**                                   |
| No political experience                                     | -0.041 | 0.028 | 0.140 | -0.096 | 0.034 |
| Local politics                                             | 0.015 | 0.030 | 0.610 | -0.043 | 0.074 |
| National level politics                                     | 0.000 | 0.032 | 0.995 | -0.062 | 0.062 |
| European politics                                          | 0.033 | 0.029 | 0.253 | -0.024 | 0.090 |
| Intermediate#No political experience                       | 0.035 | 0.036 | 0.325 | -0.035 | 0.105 |
| Intermediate#Local politics                                | 0.042 | 0.036 | 0.252 | -0.030 | 0.113 |
| Intermediate#National level politics                       | 0.025 | 0.039 | 0.513 | -0.051 | 0.105 |
| Intermediate#European politics                             | 0.005 | 0.036 | 0.887 | -0.065 | 0.075 |
| Right#No political experience                              | 0.033 | 0.041 | 0.423 | -0.047 | 0.112 |
| Right#Local politics                                       | -0.029 | 0.041 | 0.476 | -0.110 | 0.051 |
| Right#National level politics                              | -0.001 | 0.044 | 0.981 | -0.087 | 0.085 |
| Right#European politics                                    | -0.034 | 0.041 | 0.405 | -0.115 | 0.046 |
| **Focus of representation**                                |
| All who voted for candidate                                 | 0.021 | 0.026 | 0.690 | -0.041 | 0.062 |
| Candidate’s national party                                 | 0.002 | 0.027 | 0.942 | -0.052 | 0.056 |
| All people in Finland                                      | 0.118 | 0.027 | 0.000 | 0.065 | 0.172 |
| All people in Europe                                       | 0.090 | 0.029 | 0.002 | 0.032 | 0.147 |
| Intermediate#All who voted for candidate                   | -0.028 | 0.034 | 0.409 | -0.096 | 0.039 |
| Intermediate#Candidate’s national party                    | -0.010 | 0.035 | 0.775 | -0.078 | 0.058 |
| Intermediate#All people in Finland                         | 0.021 | 0.035 | 0.543 | -0.047 | 0.089 |
| Intermediate#All people in Europe                          | 0.005 | 0.036 | 0.889 | -0.065 | 0.075 |
| Right#All who voted for candidate                          | -0.025 | 0.039 | 0.516 | -0.101 | 0.051 |
| Right#Candidate’s national party                           | 0.005 | 0.038 | 0.898 | -0.070 | 0.080 |
| Right#All people in Finland                                | -0.045 | 0.040 | 0.265 | -0.123 | 0.034 |
| Right#All people in Europe                                 | -0.042 | 0.040 | 0.288 | -0.121 | 0.036 |
| **Citizenship**                                            |
| Greek                                                       | -0.076 | 0.030 | 0.010 | -0.135 | -0.018 |
| Romanian                                                    | -0.105 | 0.029 | 0.000 | -0.162 | -0.048 |
| German                                                      | 0.019 | 0.031 | 0.530 | -0.041 | 0.080 |
| Danish                                                      | 0.024 | 0.030 | 0.436 | -0.036 | 0.083 |
| Finish                                                      | 0.121 | 0.030 | 0.000 | 0.062 | 0.179 |
| Intermediate#Greek                                         | -0.001 | 0.038 | 0.974 | -0.076 | 0.074 |
| Intermediate#Romanian                                      | -0.050 | 0.038 | 0.191 | -0.124 | 0.025 |
| Intermediate#German                                        | -0.010 | 0.039 | 0.803 | -0.087 | 0.067 |
|                        | Coef.  | St.Err. | p-value | [95% Conf Interval] |
|------------------------|--------|---------|---------|---------------------|
| Intermediate# Danish   | -0.035 | 0.039   | 0.368   | -0.113 - 0.042      |
| Intermediate# Finnish  | 0.047  | 0.037   | 0.215   | -0.027 0.120        |
| Right# Greek           | -0.018 | 0.042   | 0.671   | -0.101 0.065        |
| Right# Romanian        | -0.003 | 0.042   | 0.937   | -0.087 0.080        |
| Right# German          | -0.031 | 0.043   | 0.477   | -0.116 0.054        |
| Right# Danish          | -0.036 | 0.044   | 0.412   | -0.121 0.050        |
| Right# Finnish         | -0.006 | 0.042   | 0.881   | -0.089 0.076        |
| Position on EU integration | 0.000 |   .    |   .    |   .                  |
| Less EU integration    | 0.023  | 0.027   | 0.391   | -0.030 0.077        |
| About the same         | 0.068  | 0.028   | 0.017   | 0.012 0.124         |
| More EU integration    | 0.060  | 0.026   | 0.021   | 0.009 0.110         |
| Intermediate# Less EU integration | -0.058 | 0.034 | 0.088 | -0.124 0.009 |
| Intermediate# About the same | -0.002 | 0.035 | 0.951 | -0.070 0.066 |
| Intermediate# More EU integration | -0.068 | 0.033 | 0.04 | -0.133 -0.003 |
| Right# Less EU integration | -0.039 | 0.037 | 0.295 | -0.111 0.034 |
| Right# About the same  | -0.036 | 0.038   | 0.341   | -0.110 0.038        |
| Right# More EU integration | -0.080 | 0.037 | 0.031 | -0.152 -0.007 |
| Constant               | 0.355  | 0.043   | 0.000   | 0.272 0.439         |

Number of obs. 11606

Note: All results compared to reference category being no information shown
| Table A5 Differences across respondents’ interest in EU matters |
|---------------------------------------------------------------|
| **Interest in EU (REF. Low)** | Coef. | St.Err. | p-value | [95% Conf Interval] |
|--------------------------------|-------|---------|---------|---------------------|
| Male                           | 0.005 | 0.017   | 0.770   | -0.029              | 0.039 |
| Female                         | 0.032 | 0.017   | 0.055   | -0.001              | 0.066 |
| High interest in EU #Male      | 0.001 | 0.023   | 0.955   | -0.045              | 0.047 |
| High interest in EU #Female    | 0.005 | 0.023   | 0.838   | -0.041              | 0.050 |
| **Ideology**                   |       |         |         |                     |
| Male                           | 0.005 | 0.017   | 0.770   | -0.029              | 0.039 |
| Female                         | 0.032 | 0.017   | 0.055   | -0.001              | 0.066 |
| High interest in EU #Male      | 0.001 | 0.023   | 0.955   | -0.045              | 0.047 |
| High interest in EU #Female    | 0.005 | 0.023   | 0.838   | -0.041              | 0.050 |
| **High interest in EU**        |       |         |         |                     |
| Male                           | 0.005 | 0.017   | 0.770   | -0.029              | 0.039 |
| Female                         | 0.032 | 0.017   | 0.055   | -0.001              | 0.066 |
| High interest in EU #Male      | 0.001 | 0.023   | 0.955   | -0.045              | 0.047 |
| High interest in EU #Female    | 0.005 | 0.023   | 0.838   | -0.041              | 0.050 |
| **Issue representation**       |       |         |         |                     |
| Human rights & democracy       | 0.102 | 0.021   | 0.000   | 0.061               | 0.142 |
| Climate change & environment   | 0.008 | 0.023   | 0.727   | -0.037              | 0.054 |
| Immigration                    | 0.036 | 0.024   | 0.125   | -0.010              | 0.082 |
| Security & defense             | 0.001 | 0.021   | 0.958   | -0.040              | 0.042 |
| High interest in EU #Human rights & democracy | -0.013 | 0.029 | 0.665 | -0.071 | 0.045 |
| High interest in EU #Global warming & environment | 0.057 | 0.032 | 0.078 | -0.006 | 0.119 |
| High interest in EU #Immigration | 0.014 | 0.032 | 0.658 | -0.049 | 0.078 |
| High interest in EU #Security & defense | 0.071 | 0.030 | 0.018 | -0.088 | 0.130 |
| **Political experience**       |       |         |         |                     |
| No political experience        | 0.006 | 0.022   | 0.777   | -0.049              | 0.037 |
| Local politics                 | 0.034 | 0.022   | 0.119   | -0.009              | 0.077 |
| National level politics        | 0.022 | 0.022   | 0.329   | -0.022              | 0.066 |
| European politics              | 0.029 | 0.021   | 0.178   | -0.013              | 0.071 |
| High interest in EU #No political experience | -0.023 | 0.030 | 0.451 | -0.083 | 0.037 |
| High interest in EU #Local politics | -0.009 | 0.030 | 0.751 | -0.068 | 0.049 |
| High interest in EU #National politics | -0.015 | 0.032 | 0.635 | -0.077 | 0.047 |
| High interest in EU #European politics | -0.008 | 0.030 | 0.794 | -0.066 | 0.050 |
| **Focus of representation**   |       |         |         |                     |
| All people who voted for candidate | -0.015 | 0.021 | 0.463 | -0.057 | 0.026 |
| Candidate's national party    | -0.034 | 0.021 | 0.095 | -0.075 | 0.006 |
| All in Finland                 | 0.109 | 0.022 | 0.000 | 0.067 | 0.152 |
| All people in Europe           | 0.061 | 0.021 | 0.003 | 0.021 | 0.102 |
| High interest in EU #All who voted | 0.017 | 0.030 | 0.562 | -0.041 | 0.076 |
| High interest in EU #National party | 0.061 | 0.029 | 0.035 | 0.004 | 0.117 |
| High interest in EU #All in Finland | 0.018 | 0.030 | 0.541 | -0.041 | 0.078 |
| High interest in EU #All in Europe | 0.039 | 0.029 | 0.173 | -0.017 | 0.096 |
| **Citizenship**                |       |         |         |                     |
| Greek                          | -0.111 | 0.023 | 0.000 | -0.157 | -0.066 |
| Romanian                       | -0.176 | 0.024 | 0.000 | -0.223 | -0.129 |
| German                         | -0.027 | 0.024 | 0.263 | -0.075 | 0.020 |
| Danish                         | -0.018 | 0.023 | 0.441 | -0.064 | 0.028 |
| Finnish                        | 0.113 | 0.023 | 0.000 | 0.068 | 0.159 |
| High interest in EU #Greek     | 0.053 | 0.032 | 0.098 | -0.010 | 0.117 |
| High interest in EU #Romanian  | 0.084 | 0.033 | 0.011 | 0.019 | 0.148 |
| High interest in EU #German    | 0.056 | 0.033 | 0.089 | -0.009 | 0.121 |
| High interest in EU #Danish    | 0.031 | 0.033 | 0.349 | -0.034 | 0.096 |
| High interest in EU #Finnish   | 0.061 | 0.031 | 0.051 | 0.000 | 0.123 |
| **Position on EU integration** |       |         |         |                     |
| Less EU integration            | 0.004 | 0.020 | 0.839 | -0.035 | 0.043 |
| About the same                 | 0.048 | 0.020 | 0.014 | 0.010 | 0.087 |
| More EU integration            | -0.005 | 0.019 | 0.788 | -0.043 | 0.033 |
| High interest in EU #Less integration | -0.037 | 0.027 | 0.181 | -0.091 | 0.017 |
| High interest in EU #About the same | 0.023 | 0.027 | 0.405 | -0.031 | 0.076 |
| High interest in EU #More integration | 0.035 | 0.028 | 0.208 | -0.020 | 0.089 |
| Constant                       | 0.424 | 0.039 | 0.000 | 0.347 | 0.501 |

Number of obs: 11606

Note: All results compared to reference category being no information shown.
**Figure A3 Marginal Means Across Candidates’ Position on EU Integration**

| Gender          | No information | Less integration | About the same | More integration |
|-----------------|----------------|------------------|----------------|------------------|
| Not shown       |                |                  |                |                  |
| Male            |                |                  |                |                  |
| Female          |                |                  |                |                  |
| Ideology        |                |                  |                |                  |
| Not shown       |                |                  |                |                  |
| Left            |                |                  |                |                  |
| Center-left     |                |                  |                |                  |
| Center-right    |                |                  |                |                  |
| Right           |                |                  |                |                  |
| Issue focus     |                |                  |                |                  |
| Not shown       |                |                  |                |                  |
| Human rights & democracy |    |                  |                |                  |
| Climate change & environment |    |                  |                |                  |
| Immigration    |                |                  |                |                  |
| Security & defense |            |                  |                |                  |
| Political experience |          |                  |                |                  |
| Not shown       |                |                  |                |                  |
| No political experience |      |                  |                |                  |
| From local politics |        |                  |                |                  |
| From national level politics |   |                  |                |                  |
| From European politics |    |                  |                |                  |
| Representative focus |       |                  |                |                  |
| Not shown       |                |                  |                |                  |
| All candidate voters |        |                  |                |                  |
| Own party       |                |                  |                |                  |
| All in Finland  |                |                  |                |                  |
| All in Europe   |                |                  |                |                  |
| Citizenship     |                |                  |                |                  |
| Not shown       |                |                  |                |                  |
| Greek           |                |                  |                |                  |
| Romanian        |                |                  |                |                  |
| German          |                |                  |                |                  |
| Danish          |                |                  |                |                  |
| Finnish         |                |                  |                |                  |

**Figure A4 Marginal Means Across Respondents’ Left/Right Ideological Position**

| Gender          | Left          | Intermediate | Right         |
|-----------------|---------------|--------------|---------------|
| Not shown       |               |              |               |
| Male            |               |              |               |
| Female          |               |              |               |
| Ideology        |               |              |               |
| Not shown       |               |              |               |
| Left            |               |              |               |
| Center-left     |               |              |               |
| Center-right    |               |              |               |
| Right           |               |              |               |
| Issue focus     |               |              |               |
| Not shown       |               |              |               |
| Human rights & democracy |   |              |               |
| Climate change & environment | |              |               |
| Immigration    |               |              |               |
| Security & defense |           |              |               |
| Political experience |         |              |               |
| Not shown       |               |              |               |
| No political experience |       |              |               |
| From local politics |         |              |               |
| From national level politics |     |              |               |
| From European politics |     |              |               |
| Representative focus |       |              |               |
| Not shown       |               |              |               |
| All candidate voters |       |              |               |
| Own party       |               |              |               |
| All in Finland  |               |              |               |
| All in Europe   |               |              |               |
| Citizenship     |               |              |               |
| Not shown       |               |              |               |
| Greek           |               |              |               |
| Romanian        |               |              |               |
| German          |               |              |               |
| Danish          |               |              |               |
| Finnish         |               |              |               |
| EU integration  |               |              |               |
| Not shown       |               |              |               |
| Less EU integration |       |              |               |
| About same level integration |     |              |               |
| More EU integration |         |              |               |

Marginal means
FIGURE A5 MARGINAL MEANS ACROSS RESPONDENTS’ INTEREST IN EU MATTERS

[Diagram showing marginal means across respondents' interest in EU matters with various factors like gender, ideology, issue focus, political experience, representative focus, citizenship, and EU integration.]
INTERACTIONS BETWEEN OTHER CANDIDATE ATTRIBUTES

FIGURE A6 DIFFERENCES IN EFFECTS ACROSS GENDER

FIGURE A7 DIFFERENCES ACROSS IDEOLOGY
FIGURE A8 DIFFERENCES ACROSS POLITICAL EXPERIENCE

FIGURE A9 DIFFERENCES ACROSS REPRESENTATIVE FOCUS
(4 of 7) Valitse suosikkeihdokkaasi alla olevista

| Ehdokkaan sukupuoli on | EU-vaaliehdokas 1 | EU-vaaliehdokas 2 |
|------------------------|--------------------|--------------------|
| Mies                   | Mies               |                    |
| Ehdokas on aatteellisesti | EI TIEDOSSA     | Aatteellisesti keskelä |
| Ehdokkaan aiempi politiikinan kokonaisuus on päällystin | EU-tason politiikasta | Eduskunnasta |
| Ehdokas on | Suomen kansalainen | Tanskan kansalainen |
| Ehdokas edustaa toimillaan parlamentissa ensisijaisesti | Kaikka Euroopan kansalaisia | Omaa puolueettaan |
| Ehdokas keskittyy EU-parlamentin työssään seuraavaan politiikan osa-alueeseen | Turvallisuus ja puolustus | EI TIEDOSSA |
| Ehdokkaan kanta EU-yhdenmukaiseen (integraatioon) on | EU:n yhdenmukisen tasanhetkisen taso on riittävä | Yhdenmukistä on vähennettävä |

○ ○