

Supporting information (Online appendix)

A Experimental Design

A.1 Experiment 1

Before each decision task, respondents are shown an introductory text that translates to the following: “Below we have listed two hypothetical representatives for the national parliament with different attributes. Imagine that you had to choose one of these two to represent you personally in parliament. Please read the description of each candidate carefully. After that, please indicate which representative you would prefer to represent you.” Figure A.1 shows an example from the *both* treatment as it was presented to the respondents on the screen.

Representantvalg 2 av 3

Nedenfor har vi satt opp to hypotetiske stortingsrepresentanter med ulike egenskaper. La oss si at du måtte velge én av disse to til å representere deg personlig på Stortinget.

Vennligst les beskrivelsen av hver representant nøye. Etter det, vennligst indiker hvilken representant du foretrekker til å representere deg.

	Representant 1	Representant 2
Kjønn	Kvinne	Kvinne
Alder	50 år	30 år
Sivilstatus	Gift	Bor alene
Utdanning	Videregående	Universitet
Bosted	Vestlandet	Oslo-området
Religiøs tilhørighet	Ingen	Ingen
Arbeids erfaring utenfor politikk	IT-konsulent	Barnehageansatt
Påstand: Staten bør bidra til å redusere inntektsforskjeller i samfunnet	Verken enig eller uenig	Enig
Påstand: Flyktninger bør ha samme rett til sosialhjelp som nordmenn, selv om de ikke er norske statsborgere	Svært enig	Noe enig
Påstand: Nesteparten av utslippsreduksjonene av klimagasser som Norge har forpliktet seg til, bør tas i utlandet.	Noe enig	Svært enig

Figure A.1: Screen-shot example of an experimental vignette in experiment 1 as it was presented to the respondents.

A.2 Experiment 2

Figure A.2 shows an example of the task as it was presented to the respondents on the screen.



Figure A.2: Screen-shot example of an experimental vignette in experiment 2 as it was presented to the respondents.

Before each decision task, respondents are shown introductory text that translates to the following: “People have differing political opinions, and sometimes these opinions are related to their background. Below, we have made up two imaginary persons/politicians of different background. We wish to know which of these you think would be mostly in agreement with the statement below.”

B Data Description and Summary Statistics

B.1 Norwegian citizen panel, waves 6 and 7, 2016

The Norwegian Citizen Panel (NCP) is a research-oriented online panel with approximately 6000 active participants. The panel members complete a 20-minute online questionnaire approximately three times a year. For further details about the response rates or other methodological issues, we refer to the NCP methodology reports (Skjervheim and Høgestøl, 2016*a,b*). The data are freely available for scholars via the Norwegian Centre for Research Data.

B.2 Summary statistics

Variable	Value	N	%
Age	Aged 18-25	56	5
Age	Aged 26-35	126	11
Age	Aged 36-45	166	15
Age	Aged 46-55	235	21
Age	Aged 56-65	273	24
Age	Aged 66-75	222	19
Age	Aged 76+	61	5
Education	Elementary school	85	8
Education	High school	357	32
Education	Higher education	667	60
Gender	Female	568	50
Gender	Male	571	50
Professional field	Agriculture/fishing	34	3
Professional field	Not currently working	341	30
Professional field	Nursing or care services	169	15
Professional field	Oil/gas	49	4
Professional field	Telecommunications/IT	36	3
Professional field	Other	510	45
Marital Status	Cohabitant	213	19
Marital Status	Live alone	281	25
Marital Status	Married	640	56
Region	Central Norway	111	10
Region	Eastern Norway	285	25
Region	Northern Norway	88	8
Region	Oslo	302	27
Region	Southern Norway	57	5
Region	Western Norway	296	26
Religious affiliation	Christianity	777	72
Religious affiliation	Islam	6	1
Religious affiliation	None	286	26
Religious affiliation	Other	11	1
Emissions reduction issue	1	123	11
Emissions reduction issue	2	279	25
Emissions reduction issue	3	189	17
Emissions reduction issue	4	285	25
Emissions reduction issue	5	151	13
Emissions reduction issue	6	78	7
Emissions reduction issue	7	33	3
Income inequality issue	1	11	1
Income inequality issue	2	60	5
Income inequality issue	3	105	9
Income inequality issue	4	100	9
Income inequality issue	5	293	26
Income inequality issue	6	352	31
Income inequality issue	7	218	19
Refugee rights issue	1	134	12
Refugee rights issue	2	191	17
Refugee rights issue	3	235	21
Refugee rights issue	4	123	11
Refugee rights issue	5	212	19
Refugee rights issue	6	182	16
Refugee rights issue	7	62	5

Table B.1: Summary statistics for the respondents participating in experiment 1.

Variable	Value	N	%
Age	Aged 18-25	63	6
Age	Aged 26-35	117	11
Age	Aged 36-45	154	14
Age	Aged 46-55	207	19
Age	Aged 56-65	265	25
Age	Aged 66-75	222	21
Age	Aged 76+	49	5
Education	Elementary school	88	8
Education	High school	334	32
Education	Higher education	626	60
Gender	Female	539	50
Gender	Male	538	50
Professional field	Agriculture/fishing	32	3
Professional field	Not currently working	343	32
Professional field	Nursing or care services	134	12
Professional field	Oil/gas	42	4
Professional field	Telecommunications/IT	34	3
Professional field	Other	492	46
Marital Status	Cohabitant	176	16
Marital Status	Live alone	298	28
Marital Status	Married	600	56
Region	Central Norway	89	8
Region	Eastern Norway	272	25
Region	Northern Norway	88	8
Region	Oslo	287	27
Region	Southern Norway	51	5
Region	Western Norway	290	27
Religious affiliation	Christianity	736	73
Religious affiliation	Islam	3	0
Religious affiliation	None	260	26
Religious affiliation	Other	10	1
Emissions reduction issue	1	125	12
Emissions reduction issue	2	228	23
Emissions reduction issue	3	171	17
Emissions reduction issue	4	251	25
Emissions reduction issue	5	130	13
Emissions reduction issue	6	72	7
Emissions reduction issue	7	36	4
Income inequality issue	1	13	1
Income inequality issue	2	54	5
Income inequality issue	3	106	10
Income inequality issue	4	93	9
Income inequality issue	5	273	25
Income inequality issue	6	328	30
Income inequality issue	7	210	19
Refugee rights issue	1	114	11
Refugee rights issue	2	186	17
Refugee rights issue	3	232	22
Refugee rights issue	4	113	10
Refugee rights issue	5	197	18
Refugee rights issue	6	174	16
Refugee rights issue	7	61	6

Table B.2: Summary statistics for the respondents participating in experiment 2.

Variable	Value	N	%
Age	Aged 18-25	273	0.06
Age	Aged 26-35	562	0.12
Age	Aged 36-45	724	0.15
Age	Aged 46-55	925	0.20
Age	Aged 56-65	1116	0.24
Age	Aged 66-75	872	0.19
Age	Aged 76+	217	0.05
Gender	Male	2355	0.50
Gender	Female	2334	0.50
Education	Elementary school	428	0.09
Education	High school	1405	0.31
Education	Higher education	2695	0.60
Religion	None	1127	0.26
Religion	Christianity	3132	0.73
Religion	Islam	17	0.00
Region	Oslo	1335	0.28
Region	Eastern Norway	1133	0.24
Region	Southern Norway	216	0.05
Region	Western Norway	1235	0.26
Region	Central Norway	425	0.09
Region	Northern Norway	345	0.07
Emissions reduction issue	Strongly disagree	502	0.11
Emissions reduction issue	Disagree	1058	0.24
Emissions reduction issue	Somewhat disagree	793	0.18
Emissions reduction issue	Neither agree nor disagree	1027	0.23
Emissions reduction issue	Somewhat agree	552	0.13
Emissions reduction issue	Agree	322	0.07
Emissions reduction issue	Strongly agree	156	0.04
Income inequality issue	Strongly disagree	81	0.02
Income inequality issue	Disagree	249	0.05
Income inequality issue	Somewhat disagree	432	0.09
Income inequality issue	Neither agree nor disagree	496	0.11
Income inequality issue	Somewhat agree	1176	0.25
Income inequality issue	Agree	1387	0.30
Income inequality issue	Strongly agree	860	0.18
Refugees rights issue	Strongly disagree	545	0.12
Refugees rights issue	Disagree	811	0.17
Refugees rights issue	Somewhat disagree	953	0.20
Refugees rights issue	Neither agree nor disagree	476	0.10
Refugees rights issue	Somewhat agree	828	0.18
Refugees rights issue	Agree	772	0.16
Refugees rights issue	Strongly agree	302	0.06

Table B.3: Summary statistics for the respondents observed in Figure 1.

Treatment	Value	<i>both</i> treatment N (proportion)	Group or issue only- treatment N (proportion)
Age	22 years	307 (.14)	316 (.14)
Age	30 years	311 (.14)	299 (.14)
Age	40 years	324 (.15)	339 (.15)
Age	50 years	297 (.13)	307 (.14)
Age	60 years	326 (.15)	311 (.14)
Age	70 years	348 (.16)	319 (.14)
Age	80 years	295 (.13)	321 (.15)
Gender	Female	1146 (.52)	1101 (.50)
Gender	Male	1062 (.48)	1111 (.50)
Education	Elementary school	531 (.24)	555 (.25)
Education	High school	550 (.25)	539 (.24)
Education	Ph.D.	587 (.27)	575 (.26)
Education	University	540 (.24)	543 (.25)
Marital Status	Cohabitant	766 (.35)	707 (.32)
Marital Status	Living alone	719 (.33)	736 (.33)
Marital Status	Married	723 (.33)	769 (.35)
Occupation	Care worker	328 (.15)	322 (.15)
Occupation	Farmer	393 (.18)	378 (.17)
Occupation	IT consultant	378 (.17)	420 (.19)
Occupation	No work experience	361 (.16)	374 (.17)
Occupation	Oil worker	362 (.16)	373 (.17)
Occupation	Self-employed	386 (.17)	345 (.16)
Region	Central Norway	373 (.17)	344 (.16)
Region	Eastern Norway	387 (.18)	357 (.16)
Region	Northern Norway	359 (.16)	397 (.18)
Region	Oslo	337 (.15)	362 (.16)
Region	Southern Norway	399 (.18)	393 (.18)
Region	Western Norway	353 (.16)	359 (.16)
Religious affiliation	Christianity	713 (.32)	733 (.33)
Religious affiliation	Islam	719 (.33)	736 (.33)
Religious affiliation	No religion	776 (.35)	743 (.34)
Emissions reduction issue	Agree	304 (.14)	291 (.13)
Emissions reduction issue	Disagree	322 (.15)	319 (.14)
Emissions reduction issue	Neither agree nor disagree	314 (.14)	324 (.15)
Emissions reduction issue	Somewhat agree	331 (.15)	324 (.15)
Emissions reduction issue	Somewhat disagree	329 (.15)	348 (.16)
Emissions reduction issue	Strongly agree	301 (.14)	305 (.14)
Emissions reduction issue	Strongly disagree	307 (.14)	293 (.13)
Income inequality issue	Agree	338 (.15)	316 (.14)
Income inequality issue	Disagree	342 (.15)	311 (.14)
Income inequality issue	Neither agree nor disagree	323 (.15)	330 (.15)
Income inequality issue	Somewhat agree	296 (.13)	299 (.14)
Income inequality issue	Somewhat disagree	310 (.14)	299 (.14)
Income inequality issue	Strongly agree	283 (.13)	307 (.14)
Income inequality issue	Strongly disagree	316 (.14)	342 (.16)
Refugee rights issue	Agree	304 (.14)	327 (.15)
Refugee rights issue	Disagree	314 (.14)	282 (.13)
Refugee rights issue	Neither agree nor disagree	348 (.16)	318 (.14)
Refugee rights issue	Somewhat agree	303 (.14)	299 (.14)
Refugee rights issue	Somewhat disagree	296 (.13)	308 (.14)
Refugee rights issue	Strongly agree	329 (.15)	350 (.16)
Refugee rights issue	Strongly disagree	314 (.14)	320 (.15)

Table B.4: Treatment assignments of candidate attributes for experiment 1.

Treatment (Candidate)	Value	N	%
Age	22 years	163	15
Age	30 years	167	15
Age	40 years	166	15
Age	50 years	147	13
Age	60 years	160	14
Age	70 years	163	15
Age	80 years	153	14
Gender	Female	550	49
Gender	Male	569	51
Education	Elementary school	283	25
Education	High school	278	25
Education	Ph.D.	272	24
Education	University	286	26
Marital Status	Cohabitant	341	30
Marital Status	Living alone	387	35
Marital Status	Married	391	35
Occupation	Care worker	176	16
Occupation	Farmer	188	17
Occupation	IT consultant	200	18
Occupation	No work experience	190	17
Occupation	Oil worker	191	17
Occupation	Self-employed	174	16
Region	Central Norway	182	16
Region	Eastern Norway	173	15
Region	Northern Norway	196	18
Region	Oslo	179	16
Region	Southern Norway	208	19
Region	Western Norway	181	16
Religious affiliation	Christianity	369	33
Religious affiliation	Islam	379	34
Religious affiliation	No religion	371	33
Emissions reduction issue	Agree	5	15
Emissions reduction issue	Disagree	3	9
Emissions reduction issue	Neither agree nor disagree	7	21
Emissions reduction issue	Somewhat agree	1	3
Emissions reduction issue	Somewhat disagree	8	24
Emissions reduction issue	Strongly agree	8	24
Emissions reduction issue	Strongly disagree	1	3
Income inequality issue	Agree	6	18
Income inequality issue	Disagree	5	15
Income inequality issue	Neither agree nor disagree	2	6
Income inequality issue	Somewhat agree	6	18
Income inequality issue	Somewhat disagree	4	12
Income inequality issue	Strongly agree	6	18
Income inequality issue	Strongly disagree	4	12
Refugee rights issue	Agree	7	21
Refugee rights issue	Disagree	6	18
Refugee rights issue	Neither agree nor disagree	5	15
Refugee rights issue	Somewhat agree	5	15
Refugee rights issue	Somewhat disagree	2	6
Refugee rights issue	Strongly agree	3	9
Refugee rights issue	Strongly disagree	5	15

Table B.5: Treatment assignments of candidate attributes for experiment 2.

B.3 Tabulated results shown in Figures 2-5

Treatment	Attribute	Attr. level	Coef.	Std. error	t-value	p-value	
<i>group</i> treatment	Age	22 years	(ref.)				
<i>group</i> treatment	Age	30 years	0.097	0.04	2.395	0.017	*
<i>group</i> treatment	Age	40 years	0.012	0.039	0.318	0.750	
<i>group</i> treatment	Age	50 years	0.105	0.04	2.594	0.010	**
<i>group</i> treatment	Age	60 years	0.081	0.039	2.076	0.038	*
<i>group</i> treatment	Age	70 years	0.018	0.04	0.437	0.662	
<i>group</i> treatment	Age	80 years	-0.082	0.039	-2.079	0.038	*
<i>group</i> treatment	Gender	Male	(ref.)				
<i>group</i> treatment	Gender	Female	0.079	0.021	3.727	0.000	***
<i>group</i> treatment	Education	Elementary school	(ref.)				
<i>group</i> treatment	Education	High school	0.007	0.030	0.222	0.825	
<i>group</i> treatment	Education	University	0.047	0.030	1.575	0.115	
<i>group</i> treatment	Education	Ph.D.	0.057	0.029	1.938	0.053	.
<i>group</i> treatment	Religion	No religion	(ref.)				
<i>group</i> treatment	Religion	Christianity	-0.043	0.026	-1.665	0.096	.
<i>group</i> treatment	Religion	Islam	-0.150	0.026	-5.727	0.000	***
<i>group</i> treatment	Region	Oslo	(ref.)				
<i>group</i> treatment	Region	Eastern Norway	0.021	0.036	0.585	0.559	
<i>group</i> treatment	Region	Southern Norway	0.006	0.035	0.182	0.855	
<i>group</i> treatment	Region	Western Norway	-0.010	0.037	-0.267	0.790	
<i>group</i> treatment	Region	Central Norway	-0.026	0.037	-0.709	0.478	
<i>group</i> treatment	Region	Northern Norway	0.006	0.036	0.176	0.860	
<i>both</i> treatment	Age	22 years	(ref.)				
<i>both</i> treatment	Age	30 years	-0.010	0.04	-0.248	0.804	
<i>both</i> treatment	Age	40 years	-0.003	0.04	-0.066	0.948	
<i>both</i> treatment	Age	50 years	0.024	0.041	0.594	0.553	
<i>both</i> treatment	Age	60 years	-0.003	0.04	-0.070	0.944	
<i>both</i> treatment	Age	70 years	-0.064	0.039	-1.651	0.099	.
<i>both</i> treatment	Age	80 years	-0.091	0.042	-2.182	0.029	*
<i>both</i> treatment	Gender	Male	(ref.)				
<i>both</i> treatment	Gender	Female	0.022	0.021	1.054	0.292	
<i>both</i> treatment	Education	Elementary school	(ref.)				
<i>both</i> treatment	Education	High school	0.005	0.030	0.166	0.868	
<i>both</i> treatment	Education	University	0.029	0.030	0.965	0.335	
<i>both</i> treatment	Education	Ph.D.	0.022	0.03	0.731	0.465	
<i>both</i> treatment	Religion	No religion	(ref.)				
<i>both</i> treatment	Religion	Christianity	-0.008	0.026	-0.288	0.773	
<i>both</i> treatment	Religion	Islam	-0.095	0.026	-3.739	0.000	***
<i>both</i> treatment	Region	Oslo	(ref.)				
<i>both</i> treatment	Region	Eastern Norway	-0.073	0.038	-1.942	0.052	.
<i>both</i> treatment	Region	Southern Norway	-0.062	0.036	-1.708	0.088	.
<i>both</i> treatment	Region	Western Norway	-0.025	0.038	-0.659	0.510	
<i>both</i> treatment	Region	Central Norway	-0.018	0.037	-0.476	0.634	
<i>both</i> treatment	Region	Northern Norway	-0.092	0.038	-2.425	0.015	*

Note:

p<0.1; *p<0.05; **p<0.01; ***p<0.001

Table B.6: Results from an OLS regression of candidate choice against a set of dummies for each attribute realization (omitting a reference category) with clustered standard errors as presented in Figure 2.

Treatment	Attribute	Attr. level	Coef.	Std. Error	t-value	p-value	
<i>issue</i> treatment	Income inequality issue	Difference of $\pm 4/5/6$	(ref.)				
<i>issue</i> treatment	Income inequality issue	Difference of $\pm 2/3$	0.070	0.042	1.656	0.098	.
<i>issue</i> treatment	Income inequality issue	Same position	0.213	0.042	5.072	0.000	***
<i>issue</i> treatment	Refugee rights issue	Difference of $\pm 4/5/6$	(ref.)				
<i>issue</i> treatment	Refugee rights issue	Difference of $\pm 2/3$	0.120	0.041	2.945	0.003	**
<i>issue</i> treatment	Refugee rights issue	Same position	0.255	0.040	6.400	0.00	***
<i>issue</i> treatment	Emissions reductions issue	Difference of $\pm 4/5/6$	(ref.)				
<i>issue</i> treatment	Emissions reductions issue	Difference of $\pm 2/3$	0.059	0.046	1.294	0.196	
<i>issue</i> treatment	Emissions reductions issue	Same position	0.166	0.046	3.595	0.000	***
<i>both</i> treatment	Income inequality issue	Difference of $\pm 4/5/6$	(ref.)				
<i>both</i> treatment	Income inequality issue	Difference of $\pm 2/3$	0.131	0.043	3.066	0.002	**
<i>both</i> treatment	Income inequality issue	Same position	0.205	0.042	4.868	0.000	***
<i>both</i> treatment	Refugee rights issue	Difference of $\pm 4/5/6$	(ref.)				
<i>both</i> treatment	Refugee rights issue	Difference of $\pm 2/3$	-0.017	0.047	-0.361	0.718	
<i>both</i> treatment	Refugee rights issue	Same position	0.032	0.046	0.704	0.482	
<i>both</i> treatment	Emissions reductions issue	Difference of $\pm 4/5/6$	(ref.)				
<i>both</i> treatment	Emissions reductions issue	Difference of $\pm 2/3$	0.045	0.045	1.009	0.313	
<i>both</i> treatment	Emissions reductions issue	Same position	0.102	0.043	2.356	0.019	*

Note: · p<0.1; *p<0.05; **p<0.01; ***p<0.001

Table B.7: Results from an OLS regression of candidate choice against a set of dummies for each attribute realization (omitting a reference category) with clustered standard errors as presented in Figure 3.

Treatment	Attribute	Attr. level	Coef.	Std. Error	t-value	p-value
<i>group</i> treatment	Age	Different	(ref.)			
<i>group</i> treatment	Age	Same (+/- 5 yrs)	0.044	0.029	1.516	0.130
<i>group</i> treatment	Gender	Different	(ref.)			
<i>group</i> treatment	Gender	Same	-0.003	0.021	-0.128	0.898
<i>group</i> treatment	Education	Different	(ref.)			
<i>group</i> treatment	Education	Same	0.041	0.022	1.904	0.057
<i>group</i> treatment	Religion	Different	(ref.)			
<i>group</i> treatment	Religion	Same	0.082	0.023	3.592	0.000 ***
<i>group</i> treatment	Region	Different	(ref.)			
<i>group</i> treatment	Region	Same	-0.003	0.029	-0.114	0.909
<i>both</i> treatment	Age	Different	(ref.)			
<i>both</i> treatment	Age	Same (+/- 5 yrs)	0.008	0.031	0.242	0.809
<i>both</i> treatment	Gender	Different	(ref.)			
<i>both</i> treatment	Gender	Same	0.009	0.021	0.439	0.661
<i>both</i> treatment	Education	Different	(ref.)			
<i>both</i> treatment	Education	Same	0.020	0.021	0.965	0.334
<i>both</i> treatment	Religion	Different	(ref.)			
<i>both</i> treatment	Religion	Same	0.041	0.023	1.736	0.083
<i>both</i> treatment	Region	Different	(ref.)			
<i>both</i> treatment	Region	Same	0.024	0.028	0.862	0.389
Difference	Age	Different	(ref.)			
Difference	Age	Same (+/- 5 yrs)	-0.036	0.044	-0.827	0.408
Difference	Gender	Different	(ref.)			
Difference	Gender	Same	0.012	0.029	0.400	0.689
Difference	Education	Different	(ref.)			
Difference	Education	Same	-0.021	0.030	-0.693	0.488
Difference	Religion	Different	(ref.)			
Difference	Religion	Same	-0.041	0.032	-1.262	0.207
Difference	Region	Different	(ref.)			
Difference	Region	Same	0.028	0.041	0.678	0.498

Note: p<0.1; *p<0.05; **p<0.01; ***p<0.001

Table B.8: Results from an OLS regression of candidate choice against a set of dummies for each attribute realization (omitting a reference category) with clustered standard errors as presented in Figure 4.

Issue	Attribute	Attr. level	Coef.	Std. Error	t-value	p-value	
Income inequality issue	Age	22 years	(ref.)				
Income inequality issue	Age	30 years	-0.005	0.041	-0.121	0.903	
Income inequality issue	Age	40 years	0.010	0.042	0.245	0.806	
Income inequality issue	Age	50 years	-0.005	0.041	-0.121	0.904	
Income inequality issue	Age	60 years	-0.022	0.041	-0.539	0.590	
Income inequality issue	Age	70 years	-0.013	0.041	-0.313	0.754	
Income inequality issue	Age	80 years	0.002	0.041	0.042	0.967	
Income inequality issue	Gender	Male	(ref.)				
Income inequality issue	Gender	Female	0.142	0.021	6.646	0.000	***
Income inequality issue	Education	Elementary school	(ref.)				
Income inequality issue	Education	High school	-0.066	0.030	-2.175	0.030	*
Income inequality issue	Education	University	-0.075	0.030	-2.488	0.013	*
Income inequality issue	Education	Ph.D.	-0.064	0.031	-2.054	0.040	*
Income inequality issue	Religion	No religion	(ref.)				
Income inequality issue	Religion	Christianity	-0.003	0.027	-0.105	0.916	
Income inequality issue	Religion	Islam	-0.032	0.027	-1.174	0.241	
Income inequality issue	Region	Oslo	(ref.)				
Income inequality issue	Region	Eastern Norway	0.000	0.037	0.004	0.997	
Income inequality issue	Region	Southern Norway	0.000	0.038	0.002	0.998	
Income inequality issue	Region	Western Norway	-0.016	0.037	-0.427	0.669	
Income inequality issue	Region	Central Norway	-0.003	0.039	-0.074	0.941	
Income inequality issue	Region	Northern Norway	0.035	0.038	0.911	0.363	
Refugee rights issue	Age	22 years	(ref.)				
Refugee rights issue	Age	30 years	-0.045	0.040	-1.127	0.260	
Refugee rights issue	Age	40 years	-0.042	0.040	-1.061	0.289	
Refugee rights issue	Age	50 years	-0.057	0.040	-1.440	0.150	
Refugee rights issue	Age	60 years	-0.116	0.040	-2.926	0.003	**
Refugee rights issue	Age	70 years	-0.121	0.040	-3.004	0.003	**
Refugee rights issue	Age	80 years	-0.181	0.039	-4.655	0.000	***
Refugee rights issue	Gender	Male	(ref.)				
Refugee rights issue	Gender	Female	0.141	0.021	6.606	0.000	***
Refugee rights issue	Education	Elementary school	(ref.)				
Refugee rights issue	Education	High school	-0.002	0.031	-0.079	0.937	
Refugee rights issue	Education	University	0.086	0.031	2.827	0.005	**
Refugee rights issue	Education	Ph.D.	0.088	0.032	2.787	0.005	**
Refugee rights issue	Religion	No religion	(ref.)				
Refugee rights issue	Religion	Christianity	0.023	0.027	0.844	0.399	
Refugee rights issue	Religion	Islam	0.132	0.026	5.093	0.000	***
Refugee rights issue	Region	Oslo	(ref.)				
Refugee rights issue	Region	Eastern Norway	-0.025	0.038	-0.664	0.507	
Refugee rights issue	Region	Southern Norway	0.028	0.039	0.714	0.475	
Refugee rights issue	Region	Western Norway	-0.015	0.038	-0.398	0.691	
Refugee rights issue	Region	Central Norway	0.018	0.039	0.459	0.646	
Refugee rights issue	Region	Northern Norway	0.021	0.036	0.571	0.568	
Emissions reduction issue	Age	22 years	(ref.)				
Emissions reduction issue	Age	30 years	0.026	0.039	0.672	0.501	
Emissions reduction issue	Age	40 years	0.109	0.042	2.618	0.009	**
Emissions reduction issue	Age	50 years	0.123	0.041	2.975	0.003	**
Emissions reduction issue	Age	60 years	0.077	0.041	1.881	0.060	.
Emissions reduction issue	Age	70 years	0.085	0.040	2.134	0.033	*
Emissions reduction issue	Age	80 years	0.032	0.041	0.780	0.436	
Emissions reduction issue	Gender	Male	(ref.)				
Emissions reduction issue	Gender	Female	-0.102	0.022	-4.644	0.000	***
Emissions reduction issue	Education	Elementary school	(ref.)				
Emissions reduction issue	Education	High school	0.046	0.031	1.495	0.135	
Emissions reduction issue	Education	University	-0.009	0.030	-0.287	0.774	
Emissions reduction issue	Education	Ph.D.	-0.034	0.031	-1.095	0.274	
Emissions reduction issue	Religion	No religion	(ref.)				
Emissions reduction issue	Religion	Christianity	-0.019	0.027	-0.699	0.485	
Emissions reduction issue	Religion	Islam	-0.155	0.027	-5.716	0.000	***
Emissions reduction issue	Region	Oslo	(ref.)				
Emissions reduction issue	Region	Eastern Norway	0.006	0.038	0.160	0.873	
Emissions reduction issue	Region	Southern Norway	0.040	0.039	1.033	0.302	
Emissions reduction issue	Region	Western Norway	0.026	0.039	0.657	0.511	
Emissions reduction issue	Region	Central Norway	0.007	0.038	0.196	0.845	
Emissions reduction issue	Region	Northern Norway	0.013	0.039	0.322	0.748	

Note:

. p<0.1; * p<0.05; ** p<0.01; *** p<0.001

Table B.9: Results from an OLS regression of whether the voter thinks the candidate agrees with the issue statement on a set of dummies for each attribute realization (omitting a reference category) with clustered standard errors as presented in Figure 5.

C Robustness of Results

C.1 Robustness of treatment effects

Respondents prefer candidates who are closer to them in policy positions on all issues in the *issue* treatment, and that preference remains intact for the income inequality and emission reduction issues in the *both* treatment. There is one exception to that claim: For the comparison of preferring a candidate with a difference of 6 on the 7-point income inequality issue scale to preferring a candidate who shares ones policy position, all relative effects for the two issues are significantly different from zero in the *both* treatment)

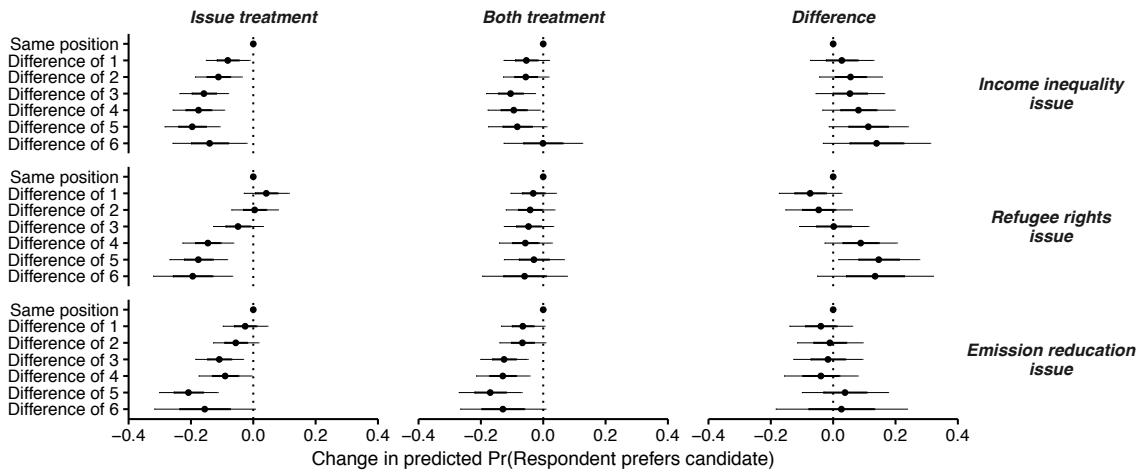


Figure C.1: Change in the predicted probability of preferring a candidate when the candidate's issue positions are the same as or different from those of the respondents for the *issue* and *both* treatments. In the *issue* treatment, respondents see candidates' policy preferences only, while in the *both* treatment, they are shown candidates' social markers and issue preferences.

C.2 Robustness of results in experiment 2

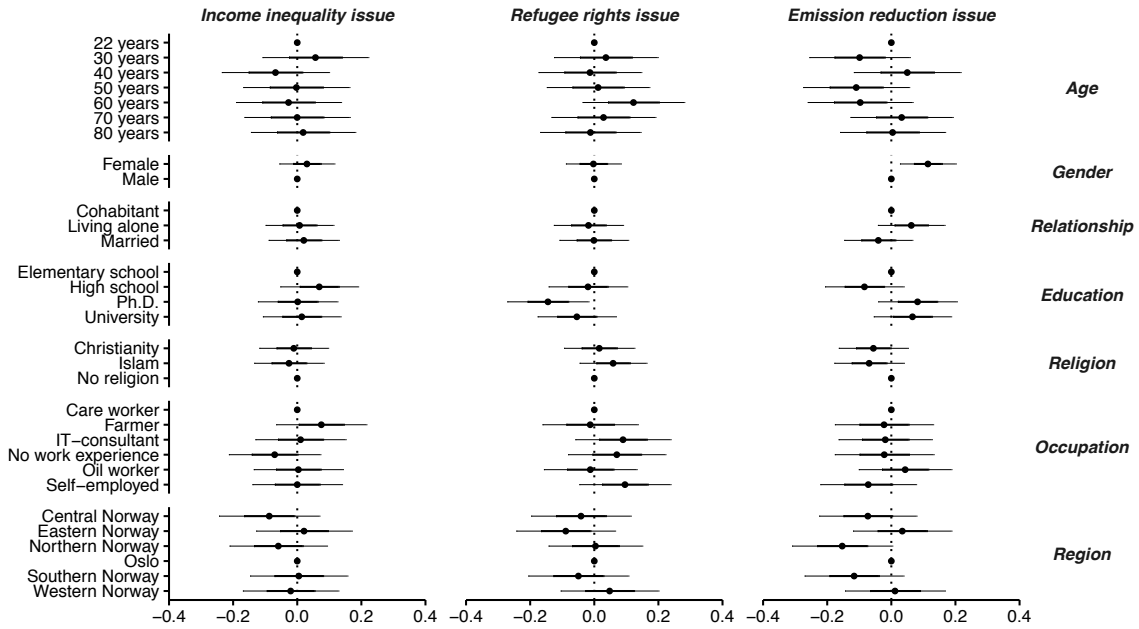


Figure C.2: Difference in the change in the predicted probability that a respondent believes that a **candidate** agrees with the issue statement (as shown in Figure 6) and the change in the predicted probability that a respondent believes that **another person** agrees with the issue statement.