**On the enemy’s turf: Exploring the link between macro- and micro-framing in interest group communication**

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**Online Appendix**

Figure A1. Calls for policy change



Attention (pct.)

Note: Calls to liberalize (solid line). Calls for status quo (dashed line). Calls for restrictions (dotted line).

Table A1. Policy changes (adopted laws) on alcohol.

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **ID** | **Content** | **Change** |
| 1998 | L100 | Blood alcohol level reduced from 0.8 to 0.5. | R |
| 1998 | L17 | Minimum age of 15 to buy alcohol in shops and groceries | R |
| 2000 | L21 | Alcohol sale from shops and groceries allowed on Sundays before 20 PM | R |
| 2002 | L79 | VAT on alcohol reduced from 275DKK/liter to 150DKK/liter | L |
| 2002 | L17 | The legal opportunities for the police to withdraw a liquor license to a bar are increased. |  |
| 2003 | L86 | VAT on packaging of beer and soda reduced by 80 percent. | L |
| 2004 | L95 | Minimum age increased to 16 to buy alcohol in shops and groceries. Owners are punished with a penalty for violations. | R |
| 2004 | L163 | Restrictions in the access to use bars for private functions. If the host is under 18 years old, alcohol sale is prohibited. | R |
| 2004 | L125 | Increase on VAT on alcohol soft drinks and decrease on VAT on beer and wine.  | L/R |
| 2005 | L7 | Punishment for drink-driving increased: Maximum penalty increased to 1 year and 6 months. A fine of the monthly salary multiplied by the blood alcohol level is introduced for first time drink-driving. An unconditional confiscation of the vehicle is introduced for repeated drink-driving. | R |
| 2005 | L161 | The penalty for inadvertent manslaughter or damage to a person is increased if the crime is committed in relation to drink-driving. | R |
| 2005 | L158 | Limits on the hours of alcohol sale from shops and groceries are removed. | L |
| 2007 | L180 | Exhalation tests are introduced as evidence in cases of drink-driving. | R |
| 2010 | L197 | Prohibition of alcohol sale with a content of 18.5pct or more in bars and shops to people under 18 years.  | R |
| 2010 | L179 | The penalty for inadvertent manslaughter or damage to a person is increased from 10-12 months in prison to 16-18 months if the crime is committed in relation to drink-driving. | R |
| 2010 | L216 | The VAT on alcohol soft drinks is increased. | R |
| 2011 | L33 | The VAT on beer and wine is increased.  | R |

Note: “R” is restrictions, “L” is liberalization.

Figure A2. Policy changes

counts