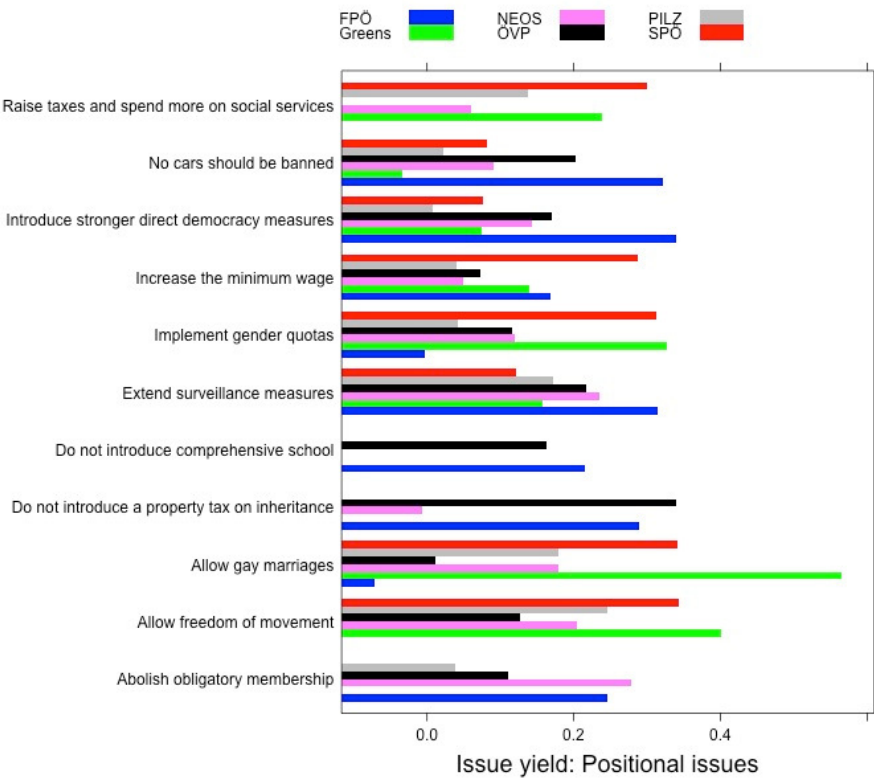**Parties' issue strategies on the drawing board: The 2017 Austrian case**
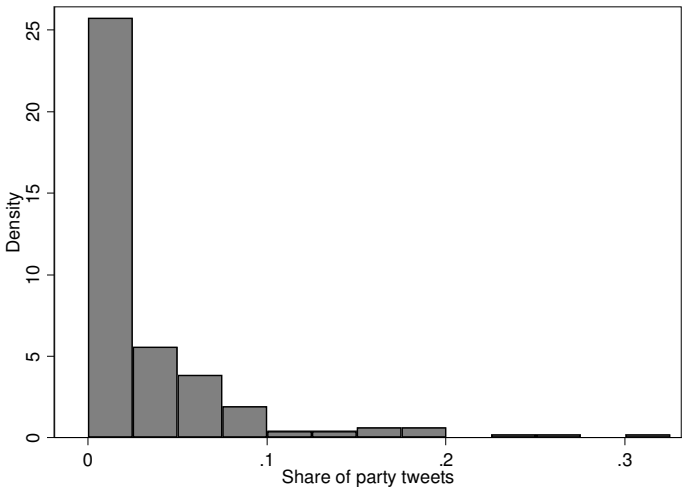
Carolina Plescia, Sylvia Kritzinger, and Patricia Oberluggauer

Online Appendix

Figure A1: Issue yield by party on the remaining 11 *positional* issues

Figure A2: Histogram of the distribution of issue emphasis in Twitter communication

Table A1: Explaining Twitter emphasis by party: Tobit models

	Dependent variable: Twitter emphasis	
	Coefficient	St. Error
Issue Yield	0.07***	(0.00)
Systemic saliency	0.04***	(0.00)
Reference category: Greens		
NEOS	0.02***	(0.00)
PILZ	0.03***	(0.00)
SPÖ	-0.00***	(0.00)
FPÖ	-0.04***	(0.00)
ÖVP	-0.00***	(0.00)
Reference category: × Issue Yield		
NEOS× Issue Yield	-0.03***	(0.00)
PILZ× Issue Yield	0.04***	(0.00)
SPÖ× Issue Yield	-0.05***	(0.00)
FPÖ× Issue Yield	0.01***	(0.00)
ÖVP× Issue Yield	-0.00***	(0.00)
Reference category: Greens × Systemic saliency		
NEOS× Systemic saliency	-0.01***	(0.00)
PILZ× Systemic saliency	0.00	(0.00)
SPÖ× Systemic saliency	-0.02***	(0.00)
FPÖ× Systemic saliency	-0.01***	(0.00)
ÖVP× Systemic saliency	-0.05***	(0.00)
Constant	0.02***	(0.00)
Variance (party share)	0.00***	(0.00)
N	186	
AIC	-370.71	
BIC	-367.48	
Variance Explained	0.344	

Note: Standard errors in parentheses: $^*p < 0.05$, $^{**}p < 0.01$, $^{***}p < 0.001$. Note: Standard errors in parentheses: $^*p < 0.05$, $^{**}p < 0.01$, $^{***}p < 0.001$. Robust standard errors clustered by party size. $VarExp = \frac{v_0 - v_1}{v_0}$ where v stands for the variance of the residual on the lowest level estimated by the mixed effects tobit model, index 0 indicates the empty model, and index 1 indicates the model of interest.