

D. Supplementary Tables

Supplementary Data for Table 2 in Manuscript

Democratization and the change in religious and indigenous aspects of campaigns (full results)

	Authoritarian Election 1997	Transitional Election 1999	Change
Events			
Party	71.9%	52.1%	-19.8%
Religious	6.3%	6.8%	0.6%
Indigenous	3.1%	0.0%	-3.1%
Community	1.6%	9.6%	8.0%
Occupational	1.6%	2.7%	1.2%
Other	1.6%	4.1%	2.5%
None	20.3%	28.8%	8.5%
Endorsements			
Party	34.4%	32.9%	-1.5%
Religious	7.8%	4.1%	-3.7%
Indigenous	3.1%	0.0%	-3.1%
Community	4.7%	4.1%	-0.6%
Occupational	4.7%	0.0%	-4.7%
Other	12.5%	4.1%	-8.4%
None	48.4%	60.3%	11.8%
Group Appeals			
Religious	40.6%	31.5%	-9.1%
Indigenous	6.3%	4.1%	-2.1%
Occupational	42.2%	27.4%	-14.8%
The Poor	17.2%	26.0%	8.8%
Other	32.8%	19.2%	-13.6%
None	20.3%	23.3%	3.0%

Note: The first column is the total number of reports from 1999 election that mentions a type of event. The second, is its percent of all the 1999 reports. Some reports contained multiple events so the sum of this column exceeds 100%. 'Change' is the percentage increase or decrease in the 1999 election. 64 reports were coded for the 1999 and 74 were coded for the 1999 election.

Supplementary Data for Table 3 in Manuscript

Events (Logit)

	Party	Religious	Indigenous	Community	Occupational	Other	None
Candidate-centric Rules	-1.84** (0.24)	0.89* (0.41)	2.26** (0.76)	1.52** (0.32)	0.53 (0.77)	-0.88 (0.82)	0.69** (0.24)
Constant	0.66** (0.15)	-2.97** (0.32)	-4.62** (0.71)	-2.54** (0.27)	-4.21** (0.58)	-3.50** (0.41)	-1.33** (0.17)
Log likelihood	-219.86	-96.47	-58.91	-147.41	-34.41	-37.88	-209.74
Pseudo- R^2	0.13	0.03	0.10	0.08	0.01	0.02	0.02
Observations	367	367	367	367	367	367	367

* $p < .05$; ** $p < .01$; $\wedge p < 0.10$.

Endorsements (Logit)

	Party	Religious	Indigenous	Community	Occupational	Other	None
Candidate-centric Rules	-1.91** (0.29)	0.91* (0.39)	2.34** (0.76)	1.23** (0.41)	0.59 (0.60)	0.03 (0.39)	0.45* (0.21)
Constant	-0.17 (0.14)	-2.87** (0.31)	-4.62** (0.71)	-3.08** (0.34)	-3.69** (0.45)	-2.47** (0.26)	-0.21 (0.14)
Log likelihood	-197.90	-103.42	-61.23	-101.29	-52.34	-101.42	-252.07
Pseudo- R^2	0.12	0.03	0.11	0.05	0.01	0.00	0.01
Observations	367	367	367	367	367	367	367

* $p < .05$; ** $p < .01$; $\wedge p < 0.10$.

Group Appeals (Logit)

	Religious	Indigenous	Occupational	The Poor	Other	None
Candidate-centric Rules	0.27 (0.23)	1.12* (0.44)	-0.65** (0.25)	-0.18 (0.27)	0.24 (0.25)	-0.10 (0.23)

Constant	-0.88** (0.15)	-3.20** (0.36)	-0.79** (0.15)	-1.39** (0.17)	-1.39** (0.17)	-0.79** (0.15)
Log likelihood	-229.00	-90.30	-206.36	-177.16	-192.00	-224.84
Pseudo- R^2	0.00	0.04	0.02	0.00	0.00	0.00
Observations	367	367	367	367	367	367

* $p < .05$; ** $p < .01$; ^ $p < 0.10$.

Supplementary Data for Table 4 in Manuscript

Impact of candidate-centric system on campaigns (OLS)

	Events			Endorsements			Appeals		
	Rel.	Ind.	Comb.	Rel.	Ind.	Comb.	Rel.	Ind.	Comb.
Candidate-centric rules	0.09* (0.04)	0.08** (0.03)	0.17** (0.05)	0.08* (0.04)	0.09** (0.03)	0.13** (0.05)	0.22** (0.06)	0.09* (0.04)	0.26** (0.07)
Decentralization	-0.05 (0.04)	-0.01 (0.03)	-0.07 (0.05)	-0.02 (0.04)	-0.01 (0.03)	-0.03 (0.05)	-0.21** (0.07)	-0.04 (0.04)	-0.22** (0.07)
Number of parties	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00
Islamic party	-0.06 (0.03)	-0.03 (0.03)	-0.08* (0.04)	-0.01 (0.04)	-0.02 (0.03)	-0.03 (0.04)	0.37** (0.06)	-0.07^ (0.03)	0.34** (0.06)
Constant	0.09** (0.03)	0.03 (0.03)	0.11** (0.04)	0.08* (0.03)	0.02 (0.03)	0.10** (0.04)	0.30** (0.06)	0.07* (0.03)	0.31** (0.06)
R^2	0.03	0.04	0.06	0.02	0.04	0.04	0.13	0.03	0.11
Observations	367	367	367	367	367	367	367	367	367

Note. Rel. = religion; Ind. = Indigenous. Comb. = Combined (religion + indigenous). Values are OLS coefficients with standard errors in parentheses.

* $p < .05$; ** $p < .01$; ^ $p < 0.10$.