

APPENDIX

Table A.1: Descriptive statistics of frame variables.

	[Proportion]	Web (N=3'724)	+ Teleph. (N=4'662)	+ paper (N=5'513)
Age 18-30		.187	.172	.171
Age 31-44		.222	.198	.190
Age 45-58		.304	.280	.274
Age 59-72		.220	.233	.235
Age 73+		.066	.117	.130
HH-size 1		.138	.158	.164
HH-size 2		.372	.377	.381
HH-size 3		.173	.165	.163
HH-size 4+		.317	.300	.293
Language German		.763	.762	.762
Language French		.194	.192	.192
Language Italian		.044	.046	.045
Lake Geneva region		.135	.135	.132
Espace Middleland		.246	.246	.250
North-Western CH		.141	.139	.145
Zurich		.190	.179	.179
Eastern CH		.145	.150	.146
Central CH		.101	.107	.104
Ticino		.043	.044	.044
>100k inhabitants		.121	.116	.114
50-100 k inhabitants		.031	.033	.032
20-50 k inhabitants		.095	.096	.095
10-20 k inhabitants		.167	.162	.163
5-10 k inhabitants		.189	.190	.191
2-5 k inhabitants		.231	.237	.237
1-2 k inhabitants		.098	.096	.098
<1 k inhabitants		.067	.070	.070
Does not live in a city		.572	.580	.583
Does live in a city		.428	.420	.417
Gender female		.489	.505	.508
Gender male		.511	.495	.492

No landline at home	.307	.265	.272
Landline at home	.693	.735	.728
No listed landline at home	.163	.142	.144
Listed landline at home	.837	.858	.856
No foreigner in household	.926	.928	.930
Foreigner in household	.074	.072	.070
Not born abroad	.896	.890	.887
Born abroad	.104	.110	.113
Single	.312	.291	.289
Married	.569	.564	.560
Widowed	.023	.045	.052
Divorced	.096	.099	.099
Monthly income CHF/1000 ¹ (Mean)	7.28	6.82	6.70

Data: Selects 2015 PES, design weighted, N=10'391.

Table A.2: Mean predicted probabilities to respond by frame variables.

[response 0/1]	Web (N=3'724)	+ Teleph. (N=4'662)	+ paper (N=5'513)
Age 18-30 (Reference)	.351	.414	.481
Age 31-44	.389	.445	.504
Age 45-58	.388	.449	.524*
Age 59-72	.364	.470*	.565**
Age 73+	.211**	.392	.515
HH-size 1 (Reference)	.340	.431	.506
HH-size 2	.358	.435	.514
HH-size 3	.342	.427	.507
HH-size 4+	.357	.456	.544
Language German (Reference)	.339	.424	.502
Language French	.397*	.480*	.579**
Language Italian	.389	.528	.597
Lake Geneva region (Reference)	.336	.427	.484
Espace Middleland	.345	.431	.515
North-Western CH	.339	.418	.516
Zurich	.369	.441	.530
Eastern CH	.356	.453	.522
Central CH	.356	.470	.549*
Ticino	.388	.451	.548

>100k inhabitants (Reference)	.400	.495	.567
50-100 k inhabitants	.332	.437	.510
20-50 k inhabitants	.338**	.430**	.507*
10-20 k inhabitants	.345**	.427**	.512**
5-10 k inhabitants	.370	.455	.542
2-5 k inhabitants	.341	.432	.512
1-2 k inhabitants	.331	.397*	.483
<1 k inhabitants	.335	.423	.503
Does not live in a city (Reference)	.343	.434	.517
Does live in a city	.360	.443	.523
Gender female (Reference)	.333	.369	.462
Gender male	.361	.473	.548
No landline at home (Reference)	.316	.408	.475
Landline at home	.360	.445**	.530**
No listed landline at home (Reference)	.342	.433	.517
Listed landline at home	.365*	.445	.524**
No foreigner in household (Reference)	.356	.441	.523
Foreigner in household	.302**	.410	.475*
Not born abroad (Reference)	.364	.450	.531
Born abroad	.272**	.362**	.444**
Single (Reference)	.327	.413	.496
Married	.378**	.464**	.543*
Widowed	.277*	.363	.455
Divorced	.342	.438	.515
Monthly income CHF/1000 ² (reg. coeff.)	.019**	.014**	.020**
Monthly income CHF/1000 squared (reg. coeff.)	-.001	-.000	-.001*
F(32,10'358)	20.15	12.22	12.01
R ²	.055	.042	.043

Data: Selects 2015 PES, design weighted, N=10'391. ** p<.01, * p<.05 (relative to reference category)

¹ Top-coded at 15'000 CHF.

² Top-coded at 15'000 CHF.