

Supplementary Material

Appendix

Table A1. Full event-study regression models with demographic controls (dependent variable: affinity score).

	Mavroyiannis	Neophytou	Christodoulides
Bin [-48, -42)	1.52***	-0.60+	-0.06*
	(0.12)	(0.36)	(0.03)
Bin [-42, -36)	1.52***	-0.57+	
	(0.14)	(0.33)	
Bin [-36, -30)	1.33***	-0.46***	-0.33**
	(0.18)	(0.12)	(0.11)
Bin [-30, -24)	0.93***	-0.29+	-0.21*
	(0.11)	(0.15)	(0.10)
Bin [-24, -18)	0.93***	-0.27	-0.24***
	(0.06)	(0.20)	(0.06)
Bin [-18, -12)	0.96***	-0.20	-0.22***
	(0.09)	(0.16)	(0.05)
Bin [-12, -6)	0.46**	-0.11*	0.19***
	(0.18)	(0.06)	(0.05)
Bin [0, 6)	0.13	0.03	-0.01
	(0.08)	(0.04)	(0.04)
Bin [6, 12)	0.02	0.13***	-0.03
	(0.14)	(0.01)	(0.05)
Bin [12, 18)	-1.30***	0.52*	0.35***
	(0.10)	(0.23)	(0.05)
Bin [18, 24)	-1.36***	0.57***	0.43***
	(0.13)	(0.17)	(0.09)
Bin [24, 30)	-1.42***	0.68***	0.37**

	(0.20)	(0.13)	(0.13)
Bin [30, 36)	-1.50***	0.69***	0.40**
	(0.23)	(0.18)	(0.13)
Bin [36, 42)		0.89*	0.14+
		(0.40)	(0.08)
Bin [42, 48]	0.02	0.94**	
	(0.07)	(0.36)	
Intercept	0.67**	0.97***	1.02***
	(0.20)	(0.26)	(0.10)
Hour of day: 1	0.26*	-0.35**	0.06
	(0.11)	(0.11)	(0.14)
Hour of day: 2	0.83***	-0.21	-0.06
	(0.13)	(0.23)	(0.10)
Hour of day: 3	0.02	-0.16	0.10***
	(0.12)	(0.24)	(0.02)
Hour of day: 4	0.38***	-0.11	0.00
	(0.09)	(0.21)	(0.07)
Hour of day: 5	0.44***	-0.13	0.02
	(0.09)	(0.19)	(0.04)
Hour of day: 6	0.59***	-0.15	0.07
	(0.08)	(0.22)	(0.07)
Hour of day: 7	0.46**	-0.20	-0.06
	(0.15)	(0.17)	(0.04)
Hour of day: 8	0.60***	-0.15	-0.04
	(0.09)	(0.17)	(0.05)
Hour of day: 9	0.62***	-0.13	0.03
	(0.14)	(0.19)	(0.05)

Hour of day: 10	0.56***	-0.16	-0.03
	(0.11)	(0.20)	(0.07)
Hour of day: 11	0.61***	-0.16	-0.04
	(0.09)	(0.16)	(0.04)
Hour of day: 12	0.67***	-0.13	0.02
	(0.11)	(0.15)	(0.08)
Hour of day: 13	0.64***	-0.06	0.02
	(0.12)	(0.08)	(0.10)
Hour of day: 14	0.54***	-0.26+	0.00
	(0.11)	(0.14)	(0.09)
Hour of day: 15	0.59***	-0.30*	0.01
	(0.12)	(0.15)	(0.08)
Hour of day: 16	0.67***	-0.20	-0.01
	(0.10)	(0.18)	(0.08)
Hour of day: 17	0.65***	-0.25*	0.02
	(0.12)	(0.12)	(0.10)
Hour of day: 18	0.65***	-0.24	0.04
	(0.09)	(0.14)	(0.08)
Hour of day: 19	0.69***	-0.24	0.00
	(0.10)	(0.20)	(0.09)
Hour of day: 20	0.67***	-0.28	0.02
	(0.08)	(0.18)	(0.11)
Hour of day: 21	0.80***	-0.30	-0.05
	(0.10)	(0.19)	(0.08)
Hour of day: 22	0.79***	-0.30*	0.03
	(0.15)	(0.15)	(0.11)
Hour of day: 23	0.68***	-0.36+	-0.17*

	(0.10)	(0.20)	(0.09)
Day of week: Saturday	-1.49***		0.40***
	(0.18)		(0.09)
Day of week: Sunday	-0.87***		
	(0.12)		
Day of week: Tuesday	1.64***	1.23*	0.43***
	(0.12)	(0.51)	(0.13)
Day of week: Wednesday	0.23**	0.94**	0.62***
	(0.07)	(0.35)	(0.18)
Age: 25 - 34	0.12***	-0.03	0.08***
	(0.02)	(0.03)	(0.02)
Age: 35 - 44	0.11*	-0.05	0.05**
	(0.04)	(0.03)	(0.01)
Age: 45 - 54	0.12**	-0.06**	0.05***
	(0.05)	(0.03)	(0.01)
Age: 55 - 64	0.08+	-0.11***	0.01
	(0.04)	(0.02)	(0.02)
Age: 65 - 74	0.07	-0.17***	-0.03
	(0.09)	(0.04)	(0.04)
Age: Over 75	-0.02	-0.10	0.02
	(0.10)	(0.06)	(0.10)
Sex: Male	0.07***	-0.08***	0.00
	(0.01)	(0.01)	(0.02)
Education: 2	0.04	-0.03	0.10
	(0.14)	(0.16)	(0.10)
Education: 3	0.05	-0.10	0.05

	(0.18)	(0.13)	(0.04)
Education: 4	0.15	-0.03	0.03
	(0.21)	(0.06)	(0.05)
Education: 5	-0.10	-0.18*	-0.03
	(0.17)	(0.08)	(0.03)
Education: 6	-0.19	-0.28***	-0.08
	(0.15)	(0.07)	(0.05)
Political interest: 2	-0.24*	-0.05	0.00
	(0.11)	(0.05)	(0.04)
Political interest: 3	-0.41***	-0.06	0.01
	(0.11)	(0.04)	(0.03)
Political interest: 4	-0.62***	-0.16**	-0.02
	(0.12)	(0.05)	(0.03)
Day of week: Monday		1.64*	
		(0.67)	
Day of week: Thursday		0.34+	0.37***
		(0.18)	(0.09)
Num.Obs.	816	2881	2694
R2	0.296	0.143	0.055
RMSE	0.32	0.29	0.28
Reference bin	[-6, 0) (omitted, pre-event)	[-6, 0) (omitted, pre-event)	[-6, 0) (omitted, pre-event)
+ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001			

Table A2. Full event-study regression models with demographic controls (dependent variable: affinity score) and alternative specifications: 24 hours window around the cutpoint and 4-hours size bin.

	Mavroyiannis	Neophytou	Christodoulides
Bin [-24, -20)	0.73***	-0.24	-0.33*
	(0.08)	(0.30)	(0.14)
Bin [-20, -16)	0.96***	-0.01	-0.34*
	(0.06)	(0.13)	(0.17)
Bin [-16, -12)	0.83***	0.07	-0.39**
	(0.17)	(0.11)	(0.14)
Bin [-12, -8)	0.35**		0.49***
	(0.11)		(0.10)
Bin [-8, -4)	-0.06	0.02	0.08
	(0.04)	(0.03)	(0.06)
Bin [0, 4)	0.10	0.11*	-0.03
	(0.10)	(0.05)	(0.04)
Bin [4, 8)	0.58***	0.20	-0.10**
	(0.14)	(0.14)	(0.03)
Bin [8, 12)	0.37***	0.28+	-0.10***
	(0.10)	(0.15)	(0.02)
Bin [12, 16)	-1.23***	0.40*	0.23***
	(0.17)	(0.17)	(0.02)
Bin [16, 20)	-1.13***	0.45	0.52***

	(0.17)	(0.28)	(0.09)
Bin [20, 24]	-0.91***	0.47+	0.51***
	(0.18)	(0.26)	(0.14)
Intercept	0.89*	1.19**	1.04***
	(0.42)	(0.36)	(0.19)
Hour of day: 1	0.36**	-0.23***	-0.02
	(0.13)	(0.00)	(0.02)
Hour of day: 3	0.07	0.17*	0.09*
	(0.21)	(0.09)	(0.04)
Hour of day: 4	0.61***	0.14	-0.26***
	(0.18)	(0.17)	(0.06)
Hour of day: 5	0.66***	0.07	-0.16***
	(0.13)	(0.17)	(0.02)
Hour of day: 6	0.72***	0.10	-0.11
	(0.14)	(0.08)	(0.10)
Hour of day: 7	0.49***	0.08	-0.31***
	(0.13)	(0.10)	(0.09)
Hour of day: 8	0.70***	0.13	-0.22*
	(0.13)	(0.13)	(0.11)
Hour of day: 9	0.42***	0.17*	-0.13
	(0.10)	(0.07)	(0.12)

Hour of day: 10	0.44***	0.13*	-0.19
	(0.13)	(0.06)	(0.17)
Hour of day: 11	0.57***	0.09	-0.21
	(0.10)	(0.10)	(0.13)
Hour of day: 12	0.51***	0.14	-0.10
	(0.14)	(0.13)	(0.15)
Hour of day: 13	0.21	0.10	-0.10
	(0.31)	(0.13)	(0.17)
Hour of day: 14	0.32	-0.01	-0.14
	(0.28)	(0.11)	(0.15)
Hour of day: 15	0.36	-0.09	-0.10
	(0.30)	(0.06)	(0.18)
Hour of day: 16	0.37+	0.06	-0.12
	(0.19)	(0.09)	(0.15)
Hour of day: 17	-0.02	-0.16	-0.06
	(0.33)	(0.30)	(0.15)
Hour of day: 18	0.14	-0.10	-0.04
	(0.19)	(0.23)	(0.15)
Hour of day: 19	0.30	-0.03	-0.07
	(0.27)	(0.21)	(0.15)

Hour of day: 20	0.25	-0.16	-0.08
	(0.32)	(0.16)	(0.15)
Hour of day: 21	0.34+	-0.16	-0.10
	(0.18)	(0.26)	(0.17)
Hour of day: 22	0.24**	-0.25	-0.09
	(0.09)	(0.23)	(0.17)
Hour of day: 23	0.21	-0.22	-0.18
	(0.13)	(0.29)	(0.14)
Day of week: Sunday	-0.48*		
	(0.20)		
Day of week: Tuesday	1.20***	0.72	
	(0.20)	(0.50)	
Age: 25 - 34	0.12***	-0.03	0.07+
	(0.02)	(0.03)	(0.04)
Age: 35 - 44	0.17***	-0.09***	0.06***
	(0.01)	(0.02)	(0.01)
Age: 45 - 54	0.23**	-0.08**	0.02
	(0.09)	(0.03)	(0.02)
Age: 55 - 64	-0.22***	-0.09***	0.01
	(0.01)	(0.02)	(0.04)

Age: 65 - 74	0.09	-0.21*	0.00
	(0.06)	(0.09)	(0.03)
Age: Over 75	0.05+	-0.13***	0.07
	(0.03)	(0.02)	(0.19)
Sex: Male	0.10+	-0.09***	-0.04+
	(0.06)	(0.03)	(0.02)
Education: 2	-0.02	-0.20	0.14
	(0.10)	(0.14)	(0.13)
Education: 3	-0.07	-0.14	0.13
	(0.07)	(0.27)	(0.09)
Education: 4	-0.06	-0.09	0.10
	(0.07)	(0.13)	(0.07)
Education: 5	-0.17+	-0.19	0.03
	(0.09)	(0.17)	(0.10)
Education: 6	-0.31***	-0.27+	0.00
	(0.03)	(0.16)	(0.12)
Political interest: 2	-0.31	-0.06	0.01
	(0.27)	(0.10)	(0.09)
Political interest: 3	-0.47+	-0.07	0.03
	(0.27)	(0.07)	(0.06)
Political interest: 4	-0.62*	-0.18*	0.00

	(0.25)	(0.08)	(0.07)
Hour of day: 2		-0.12***	-0.14***
		(0.03)	(0.01)
Day of week: Wednesday		0.48+	0.74*
		(0.25)	(0.30)
Day of week: Thursday			0.44**
			(0.14)
Num.Obs.	316	1470	1496
R2	0.368	0.146	0.079
RMSE	0.29	0.30	0.28
Reference bin	[-6, 0) (omitted, pre-event)	[-6, 0) (omitted, pre-event)	[-6, 0) (omitted, pre-event)
+ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001			

Table A1. Descriptive results of voter-candidate congruence only among users that participated before the first televised VAA completion

Question	Christodoulides Mean	Christodoulides SD	Mavroyiannis Mean	Mavroyiannis SD	Neophytou Mean	Neophytou SD
Environmental protection > economic growth	0.77	0.63	0.77	0.74	1.20	0.90
'Golden Passports' were sound economic policy	0.94	1.03	0.91	0.77	1.18	1.08
Church should have a say in Minister of Education	0.94	0.84	0.29	0.68	0.91	0.80
Redistribute wealth from rich to poor	1.04	0.62	0.66	0.63	1.18	1.01
Accelerate European integration	1.06	0.84	1.38	1.04	0.88	0.83
Gas pipeline via Turkey before solution	1.08	1.08	1.07	0.91	0.81	0.83
Rent-to-buy on state land for housing	1.16	0.79	0.91	0.75	0.57	0.76
Abolish refugee benefits if not working	1.17	0.66	0.90	0.92	1.36	1.22
Fence along Green Line solves immigration	1.22	0.99	0.69	1.02	1.77	1.24
Increase corporate profit taxes	1.23	0.99	0.84	0.83	1.02	0.96
Same-sex couples equal rights incl. adoption	1.23	0.70	1.00	1.21	1.35	1.07
Minimal state intervention in the economy	1.35	0.97	0.68	0.78	2.08	1.21
Apply for NATO membership	1.44	0.94	1.06	1.23	0.92	0.98
Support EU sanctions against Russia	1.52	1.18	1.20	1.01	1.07	1.12

Referendums are proper decision tools	1.55	1.17	1.49	0.99	1.08	1.00
Resume negotiations after Crans-Montana	1.56	1.00	0.74	0.81	1.04	0.87
Legalise recreational cannabis	1.60	1.25	1.35	0.99	1.40	1.07
More checkpoints harm Greek Cypriot side	1.71	0.99	0.91	0.84	1.51	1.00
Immigrants contribute positively to Cyprus culture	1.88	0.94	0.96	0.90	1.81	0.99
GCs and TCs cannot live together again	1.93	1.21	0.82	1.09	1.66	1.19
Bi-zonal bi-communal federation is viable	2.11	1.09	0.95	0.99	1.49	1.08
Privatisation improves service efficiency	2.38	1.13	1.17	1.16	1.94	0.90

Table A4. RDD using local regression before and after the TV broadcast

Candidate	Treatment Effect (Coef.)	Std. Error	z-value	p-value	95% CI Lower	95% CI Upper
Mavroyiannis	-0.113	0.076	-1.478	0.139	-0.263	0.037
Neophytou	-0.001	0.032	-0.045	0.964	-0.063	0.06
Christodoulides	0.058	0.047	1.232	0.218	-0.034	0.15

Figure A1. Matched Event-Study Estimates by Candidate. 6-hour bins, window ± 48 hours around broadcast. Event-study coefficients reweighted via nearest-neighbour matching (3:1 with replacement) on age, sex, education, and political interest.

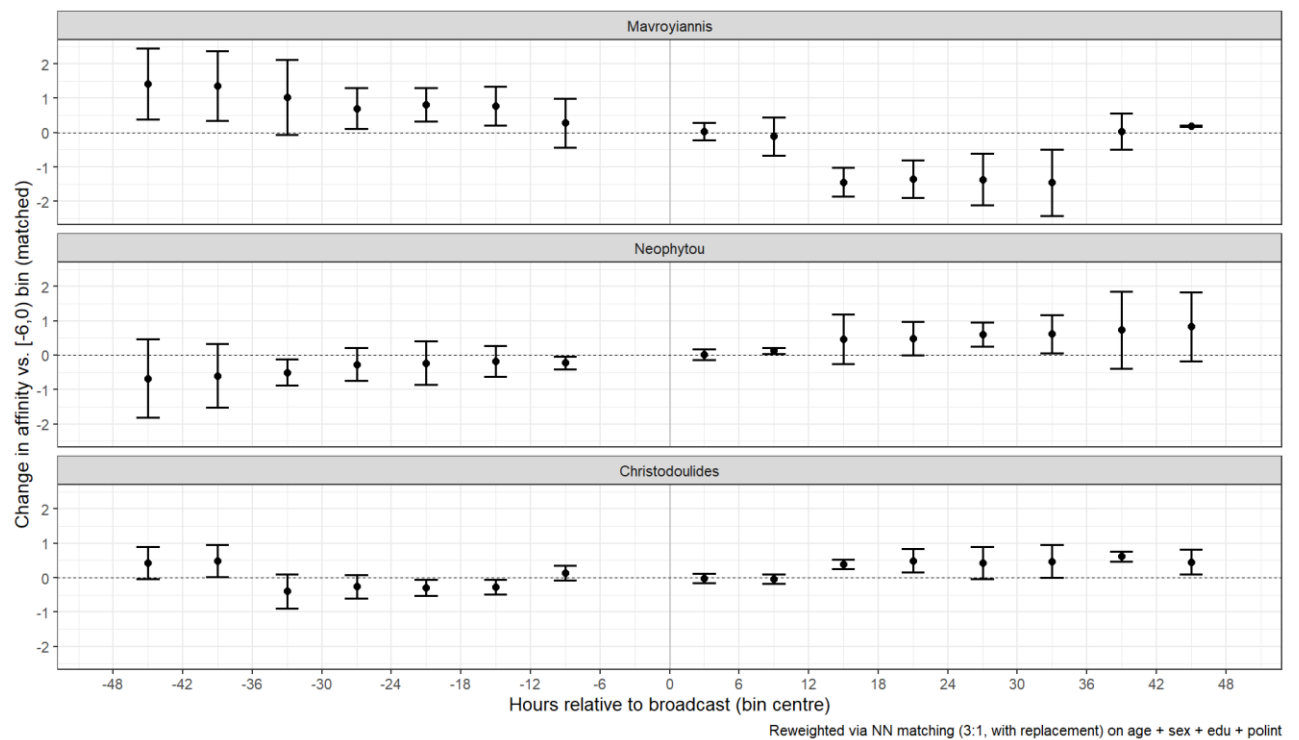


Figure A2. Raked Event-Study Estimates by Candidate. 12-hour bins, window ± 48 hours around broadcast. Control (pre-broadcast) observations raked to treated marginal covariate distributions; fallback ATT IPW when raking infeasible.

