

Table A1. Data sources and question wording

Country	Year	Study	Variable	Question Wording
Australia	2019	AES	A12_8	During the 2019 election campaign, did you read or access any of the following? Voting advice website (e.g. VoteCompass, SmartVote etc.)
Australia	2022	AES	A12_6	During the 2019 election campaign, did you read or access any of the following? Voting advice website (e.g. VoteCompass, SmartVote etc.)
Austria	2024	AUTNES	w23_q64x*	Have you already used the following online voting aids in the current election campaign for the National Council elections?
Belgium	2007	BGES	Q58	Did you participate in the ‘Stemtest’ of the ‘VRT’ or the ‘Kieskompas’ of ‘De Standaard’ during the forerun of the national elections of June 10th 2007?
Belgium	2014	Partirep	Q27	During the campaign, you could participate in various voting aid applications. Which ones did you participate in?
Belgium	2019	RepResent		<i>*Personal communication with Elie Michel</i>
Canada	2011	CES	PES11_82	Have you used the Vote Compass website?
Denmark	2011	DNES	v47	In the course of the last month before the election, have you participated in an ‘election quiz’ on a newspaper website or a similar website intended to help you find the candidate/party that best matches your own opinions?
Denmark	2015	DNES	V46	In the last month before the election, have you participated in a candidate test or election test on e.g. TV, newspapers or other media websites?
Denmark	2019	DNES	q13_8_resp	In the last month before the election, have you participated in a candidate test or election test on e.g. TV, newspapers or other media websites?
Denmark	2022	DNES	Q13a	In the last month before the election, have you participated in a candidate test or election test on e.g. TV, newspapers or other media websites?
Finland	2003	FNES	p32	Did you use candidate selectors on the Internet to find a suitable candidate?
Finland	2007	FNES	k2_9	How much attention did you pay to media coverage of the parliamentary elections: Candidate selectors on the Internet
Finland	2011	FNES	k2_11	How much attention did you pay to media coverage of the parliamentary elections: Candidate selectors on the Internet
Finland	2015	FNES	k2_11	How much attention did you pay to media coverage of the parliamentary elections: Candidate selectors on the Internet
Finland	2019	FNES	k1_11	How much attention did you pay to media coverage of the parliamentary elections: Candidate selectors on the Internet
Finland	2023	FNES	K4_7	How much attention did you pay to media coverage of the parliamentary elections: Candidate selectors on the Internet
Germany	2009	GLES	Q155	And what about special information services for the Bundestag elections, such as the “Wahl-o-mat” or “Kandidatenwatch”: did you use such services during the election campaign?
Germany	2013	GLES	Q150	And what about special information services for the Bundestag elections, such as the “Wahl-o-mat” or “Kandidatenwatch”: did you use such services during the election campaign?
Greece	2012	ELNES	E13a	Did you use the electronic voting advisor “HelpMeVote” for the elections?
Greece	2015/1	CAICG	q40_1	Have you used a Voting Advice Application at the January 2015 elections?
Greece	2015/9	CAICG	q28_2	Have you used a Voting Advice Application at the September 2015 elections?

Country	Year	Study	Variable	Question Wording
Iceland	2016	ICENES	helpmevote_4	Before the Althingi election, some online voting advice applications, in which voters could compare their own views on policy issues to the positions of the political parties on those same views, were prominent. Did you use any of the following voting advice applications?
Netherlands	2003	DPES	X0193	During the campaign did you consult one of the so-called 'stemwijzers' or 'kieswijzers' on the internet?
Netherlands	2006	DPES	V591	Did you fill in seriously one or more tests of political preference previous to the elections?
Netherlands	2010	DPES	V601	Did you fill in seriously one or more tests of political preference previous to the elections?
Netherlands	2012	DPES	V021	Did you fill in seriously one or more tests of political preference previous to the elections?
Netherlands	2017	DPES	V031	Did you fill in one or more vote matchers earnestly prior to the elections?
Netherlands	2021	DPES	V031	Did you fill in one or more vote matchers earnestly prior to the elections?
Netherlands	2023	DPES		<i>*Personal communication with Micha Germann</i>
New Zealand	2014	NZES	dvcompass	In particular, during the 2014 election campaign, did you visit any of the following websites to get information about the election, parties, or candidates?
New Zealand	2017	NZES	rvcompass	During the 2017 election campaign, did you visit any of the following websites to get political information or follow political events? Vote Compass
New Zealand	2020	NZES	A7_6	During the 2020 election campaign, did you visit any of the following websites to get political information or follow political events? Vote Compass
New Zealand	2023	NZES	A4h	During the election campaign, did you actively seek out and visit any of the following websites or social media to get political information or follow political events: Vote Compass
Norway	2009	NES	v070	Have you taken one or more of the so-called online party tests before the election this year?
Norway	2013	NES	Spm16i	Did you take any of the online party tests prior to the election this year?
Norway	2021	NES	Spm8h	Have you used one of the online voting advice applications?
Portugal	2009	PES	P83	During the las election campaing, did you answer the "Electoral Compass" (Bussola Eleitoral) inquiry?
Sweden	2006	SNES	v932	Before the election this year, did you do any of the voting advice tests/political compasses that different media had on their websites, where you could try which party's point of view you stood closest to?
Sweden	2010	SNES	VU10_V8032	Before the election this year, did you do any of the voting advice tests/political compasses that different media had on their websites, where you could try which party's point of view you stood closest to?
Sweden	2014	SNES	e_f9a	Before the election this year, did you do any of the voting advice tests/political compasses that different media had on their websites, where you could try which party's point of view you stood closest to?
Sweden	2018	SNES	q53a	Before the election this year, did you do any of the voting advice tests/political compasses that different media had on their websites, where you could try which party's point of view you stood closest to?
Sweden	2022	SNES		<i>*Personal communication with Henrik Oscarsson</i>

Country	Year	Study	Variable	Question Wording
Switzerland	2007	Selects	f13667	Did you use the following sources to obtain information in the weeks leading up to the elections? The online voting aid smartvote
Switzerland	2011	Selects	f13667	Did you use the following sources to obtain information in the weeks leading up to the elections? The online voting aid smartvote
Switzerland	2015	Selects	f13666	Did you use the following sources to obtain information in the weeks leading up to the elections? The online voting aid smartvote
Switzerland	2019	Selects	f13660g	Which of the following sources did you use in the weeks before the elections to find out about the parties and candidates? Online voting aids such as smartvote
Switzerland	2023	Selects	f13660g	Which of the following sources did you use in the weeks before the elections to find out about the parties and candidates? Online voting aids such as smartvote

Note: In the case of Finland, VAA usage is assumed whenever respondents indicated that they paid at least “a little amount of attention” to online candidate selectors.

Table A2. Individual-level correlates of VAA usage

	(1) Pooled model	(2) Interaction model
Age	-0.04*** (0.00)	-0.06*** (0.00)
Age x Year	-	0.00*** (0.00)
Gender	0.04* (0.02)	-0.02 (0.05)
Gender x Year	-	0.00 (0.00)
Education	0.55*** (0.02)	0.68*** (0.04)
Education x Year	-	-0.02*** (0.00)
Interest in Politics	0.42*** (0.02)	0.74*** (0.06)
Interest in Politics x Year	-	-0.02*** (0.00)
Left-Right	-0.02*** (0.00)	-0.02 (0.01)
Left-Right x Year	-	-0.00 (0.00)
Strength of PID	-0.04*** (0.01)	-0.03 (0.02)
Strength of PID x Year	-	-0.00 (0.00)
Year	-	0.14*** (0.01)
Constant	-0.86*** (0.08)	-1.94*** (0.18)
N	44,523	44,523

Note: Table entries are logistic regression coefficients with standard errors in parentheses.

All models include country-level fixed effects. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Table A3. Individual- and macro-level correlates of VAA usage: Multilevel estimation

	(1) Pooled model	(2) Interaction model
Age	-0.04*** (0.00)	-0.06*** (0.00)
Age x Year	-	0.00*** (0.00)
Gender	0.05** (0.02)	-0.01 (0.05)
Gender x Year	-	0.00 (0.00)
Education	0.51*** (0.02)	0.68*** (0.04)
Education x Year	-	-0.02*** (0.00)
Interest in Politics	0.42*** (0.02)	0.76*** (0.06)
Interest in Politics x Year	-	-0.03*** (0.00)
Left-Right	-0.02*** (0.00)	-0.01 (0.01)
Left-Right x Year	-	-0.00 (0.00)
Strength of PID	-0.03*** (0.01)	-0.01 (0.02)
Strength of PID x Year	-	-0.00 (0.00)
ENEP	0.35*** (0.01)	-0.15*** (0.02)
FPTP	0.13** (0.06)	-1.70*** (0.09)
Year	-	0.17*** (0.01)
Constant	-2.68*** (0.11)	-1.31*** (0.20)
N	44,523	44,523

Note: Table entries are logistic regression coefficients with standard errors in parentheses.

All models include country-level fixed effects. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Figure A1. Leave-one-out cross-validation of interaction models: logistic regression coefficients of interactions between age, education, interest in politics, left-right self-placement and strength of partisanship, and election year after country-by-country exclusion

