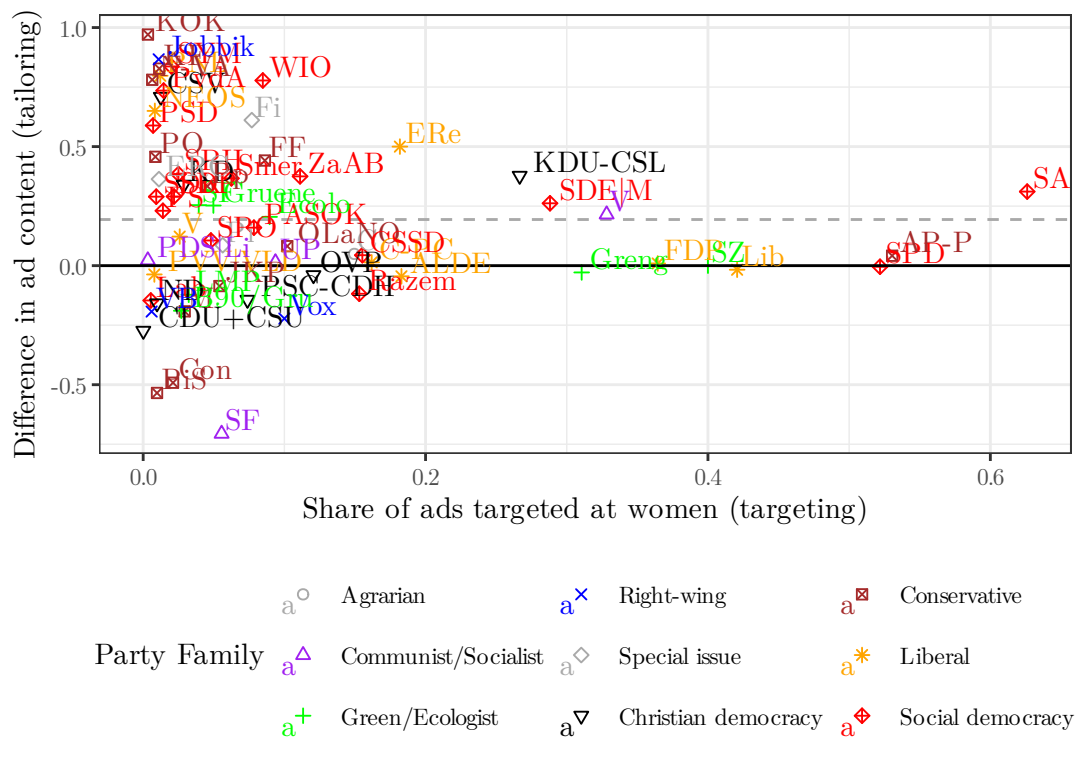

Difference in ad content (tailoring)
Share of ads targeted at women (targeting)
1.0
0.5
0.0
-0.5
0.0
0.2
0.4
0.6
KOK
Jobbik
WIO
CSV
NEOS
PSD
Fi
PO
FF
ERe
Smer
ZaAB
KDU-CSL
SDE
SA
Gruene
PASOK
SPO
OLaNO
SSD
AP-P
PD
Greng
FDP
SZ
Lib
OVP
ALDE
Razem
PSC-CDH
GM
Vox
CDU+CSU
Con
SF
Party Family
Agrarian
Right-wing
Conservative
Communist/Socialist
Special issue
Liberal
Green/Ecologist
Christian democracy
Social democracy