

# Opinion Change and Learning in the 2016 U.S. Presidential Election

Evidence from a Panel Survey Combined  
with Direct Observation of Social Media Activity

Gregory Eady,<sup>\*</sup> Joshua A. Tucker<sup>†</sup> Jan Zilinsky,<sup>§</sup> and Jonathan Nagler,<sup>•</sup>

The role of the media in influencing people's attitudes and opinions is difficult to demonstrate because media consumption of survey respondents is usually unobservable in datasets containing information on attitudes and vote choice. This paper leverages behavioral data combined with responses from a three-wave panel to test whether Democrats who see more stories from liberal news sources on Twitter develop more liberal positions over time and, conversely, whether Republicans are more likely to revise their views in a conservative direction if they are exposed to more news on Twitter from conservative media sources.

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Corresponding Author: Jonathan Nagler, [jonathan.nagler@nyu.edu](mailto:jonathan.nagler@nyu.edu)

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<sup>\*</sup>University of Copenhagen.

<sup>†</sup>NYU Department of Politics, and Social Media and Political Participation (SMaPP) Lab.

<sup>§</sup>NYU Department of Politics, and Social Media and Political Participation (SMaPP) Lab.

<sup>•</sup>NYU Department of Politics, and Social Media and Political Participation (SMaPP) Lab.

# 1 Introduction

It is a question of longstanding interest what the impact of the media and of political communication from elites is on the opinion of voters (and non-voters). Previous studies of the impact of such communication have generally suffered from two measurement issues. First, panel data is required to measure opinion *change*, and panel data is rare in political science. Second, measurement of media consumption is difficult. This paper tests the impact of role of information provided via social media on opinion change over the course of the 2016 U.S. presidential campaign. We do this with a three-wave panel survey combined with direct observation of media information in individuals' Twitter feeds.

If a large proportion of news stories about a politically salient issue originates from a source with a certain political ideology, do readers revise their policy opinion and come increasingly to agree with the their favored news source? We find that while respondents' views on policies were generally fairly stable during 2016, there were some notable exceptions. Americans did revise their opinions on some of the widely-covered issues.

We find that voters whose Twitter feeds contained more stories from conservative media sources became significantly more likely over the course of the campaign to support building a wall between the U.S. and Mexico, as well as to repeal Obamacare. This result holds conditioning on a rich set of covariates, including respondents' party ID and whether or not they followed Donald Trump on Twitter.

Conversely, respondents who encountered a larger number of news stories from liberal sources either about immigration or about Obamacare did move to the left over the course of the campaign when asked whether a path to citizenship for illegal immigrant should be put into place, and whether Obamacare should be expanded.

## 2 Theory and Hypotheses

Although “it is widely believed that what political parties say and do in policy debates has a marked influence on citizens' policy views” (Leeper and Slothuus, 2014), there is limited empirical work explaining how messages from parties and candidates reach voters or how endorsements translate into opinion change. News media are a natural channel for transmission of information about party positions but both television news and online news have diversified in terms of both style and ideological slant. Political scientists are cautioning that “previous research treated the national media as a monolithic entity, assuming that exposure to one evening news program was largely interchangeable with exposure to another” (Kim and Mutz, 2016). With the modern media environment, this is of course no longer the case. And while cable news expanded the options viewers had beyond three ideologically similar networks, the availability of online media has further expanded choice. We hypothesize that exposure to news sources will have differential impact on opinion change depending on

the ideological nature of the source.

Specifically, we expect that voters whose Twitter timelines contained more tweets from liberal media sources on specific policy issues will, on average, revise their attitudes on those policy issues in the liberal direction. Conversely, we hypothesize that respondents with a greater number of tweets from conservative news sources in their Twitter feed on specific policy issues will revise their attitudes on those policy issues in a conservative direction over the course of the campaign. For example, in the case of immigration, we expect that people who received more tweets about immigration from conservative media sources became less supportive of a pathway to citizenship for undocumented immigrants, relative to respondents who saw fewer (or no) tweets from conservative media outlets about immigration.

On the other hand, we expect that respondents whose Twitter feed contained more stories about immigration from liberal news sources – which may present stories about immigrants in a more sympathetic manner, relative to conservative news sources – will update their own attitudes about immigration in a liberal direction.

We considered ten different issues specific to the 2016 election which we describe below. In most cases we had straightforward expectations. On immigration, health care, a Muslim ban, and progressivity of taxes we felt that more exposure to conservative media on the issue would lead to more conservative views, and more exposure to liberal media would lead to more liberal views. However, for trade, tariffs on china specifically, and the use of military force our expectations were ambiguous.

While Trump's position on trade and tariffs was always clear throughout the campaign, conservative media and liberal media have both generally been pro-free-trade. And while Trump spoke glowingly of the military during the campaign, he was often specific about wanting less use of it abroad. It is unclear what message the media would have been providing on this issue. If voters gradually learned about Trump's anti-interventionist stance, and if (some) were prepared to move their own positions to more closely match those of candidate Trump, then we would expect that exposure to news sources that covered Trump favorably (i.e. conservative news sources) would make voters less likely to embrace the use of the military in the final wave of the survey, relative to the first wave.

We note of course that the effect of information on respondents could be conditioned by the respondents' own ideology. Thus liberal respondents might be more willing to update their beliefs based on information from a liberal source than a conservative source.<sup>1</sup>

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<sup>1</sup>We considered this in our analysis – see Figures 4B and 4C – but report and discuss average effects for most of the paper.

### 3 Data and Methodology

We conducted a three wave panel survey during the 2016 U.S. presidential election.<sup>2</sup> The first wave took place in April, 2016 and included 3500 respondents. Wave two (with 2635 respondents) took place in September, 2016 and wave three (2628 respondents) took place in the two weeks prior to the election. A subset of approximately 1800 respondents had supplied YouGov with their Twitter-ID, which was shared with the authors. Using the Twitter API, we collected the set of accounts followed by these respondents, and collected all tweets sent by those accounts. By matching this corpus of tweets to individual respondents we could create for each respondent the corpus of all tweets in their feed.<sup>3</sup>

We classified the accounts followed by respondents as either media, political, or non-elite. We have collected each tweet sent by those accounts (i.e., the set of tweets each user could see), and coded them into different topics. We then produce for each user a set of tweets by topic by source. Respondents were asked both factual (surveillance) knowledge questions during wave 1 and wave 3, and their views of the candidates' positions as well as their attitudes on a wide set of political issues during multiple waves of the survey.

We worked with a set of approximately 2200 media accounts. The ideology of those accounts was estimated using a homophily-based method (Barberá, 2015). We classified as Liberal media every source from the *New York Times* to the left-most source, we classified as conservative every source from the *Wall Street Journal* and further right, and we classified as Moderate every source in between the *New York Times* and *Wall Street Journal*.

To code tweets into topics, we used the keyword discovery algorithm proposed by King, Lam and Roberts (2017) to code the tweets of all users followed by survey respondents. The topics were chosen to correspond to the outcomes available in our survey, which were themselves chosen to correspond to the discourse surrounding the 2016 US Presidential election.

The King, Lam and Roberts (2017) algorithm begins with a small set of keywords to define a set of tweets that clearly represent a topic of interest (e.g. immigration). It is then designed to find tweets that are similar to those that represent the topic, but don't happen to include the original keywords. These similar tweets are then mined for new keywords that can be added to the original set, after which the algorithm is iterated until all relevant keywords appear to be defined.

To identify issue preferences, and views of candidates, respondents were asked to place themselves, and Hillary Clinton and Donald Trump on 100-point scales for the following issues on the first and third waves of the survey:

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<sup>2</sup>The survey was written by members of the NYU Social Media and Political Participation Lab, and fielded by the survey firm YouGov.

<sup>3</sup>We use the terms Twitter feed and Twitter timeline interchangeably to refer to the set of tweets sent by accounts a user follows.

1. Immigration
2. Ban Muslims
3. Building a wall
4. Repeal or keep/expand the Affordable Care Act
5. Repeal Obamacare
6. Free trade
7. Tariffs on China
8. Taxing the rich
9. Progressivity of tax plan
10. Use of the military force

The primary analyses we present in this paper concern respondents' placements of themselves, and the candidates, on these issues. In addition to the specific issues, respondents were asked to place themselves and the candidates on a general left-right ideological scale.

And along with measuring the number of tweets seen by different media outlets, we were able to determine whether or not each respondent had chosen to follow Hillary Clinton or Donald Trump on Twitter. We measured respondents *offline* media consumption via self-report. Respondents were both asked about their frequency of watching the major online and cable news networks, and they were also given a detailed listing of newspapers and asked which if any they read.

## 4 Results

We proceed in the following order. First, we describe the media diet of respondents. Second, we describe overall opinion change during the campaign, including changes in respondents self-placement and changes in perception of candidate placement. Third, we present the results of multivariable models.

In Figure 1 we show the average number of Tweets on specific topics received by respondents. The tweets are disaggregated by the ideology of the news source. We can see variation both across topics in the number of tweets seen, and within topics across media by ideology. For both liberal and conservative media, immigration and health care were the most frequent topics of tweets seen by our respondents. The mean number of tweets seen about Immigration by all respondents was approximately 90 for tweets from Conservative media outlets, and approximately 105 for tweets from Liberal media outlets. This is almost twice as many tweets from each source as were seen on any other topic. We see that other issues barely registered with the media: very few tweets pertained to Chinese tariffs and the Muslim Ban.

And, there was substantial variation based on ideology of media source in tweets by topic. Whereas our respondents saw approximately the same number of tweets about immigration from liberal as from conservative outlets, they saw over twice as many tweets about health care

from liberal media than from conservative media. And while Taxation was the fourth-most tweeted about topic seen by our respondents from both Conservative and Liberal media outlets, liberal media outlets produced over twice as many tweets on Taxation seen by our respondents as did conservative media outlets.

[Figure 1 Here]

We next examine variation across the topic and source distribution of tweets seen for conservative, moderate, and liberal respondents. Figure 2 further disaggregates tweets seen by topic by the survey respondents' ideology. What is noteworthy is the self-selection by respondents into ideologically distinct media outlets. Looking at the left-most panel, we see that liberal respondents saw remarkably few tweets on most topics from conservative media outlets. And looking at the right-most panel, we see that while conservatives on average saw more tweets from liberal outlets than liberals saw from conservative outlets, on every issue they saw more tweets from conservative media outlets than from liberal media outlets. We also see grounds to think that media might matter. Liberal respondents were clearly seeing many more *liberal* tweets (i.e., tweets from liberal media sources) than conservative tweets on immigration and healthcare; while conservative respondents were clearly seeing many more conservative tweets on these issues than they were liberal tweets.<sup>4</sup> If such tweets could influence respondents' attitudes, then we at least meet the necessary condition that respondents were seeing tweets leaning in a particular direction.

[Figure 2 Here]

We next describe the extent to which respondents changed their own positions on issues during the campaign. Specifically, we look to see if the mean placement of respondents on each issue changed from wave 1 (April, 2016) to wave 3 (October/November 2016). Figure 3A shows the mean placement in wave 1 (circles - top row for each issue) and wave 3 (squares - second row for each issue) for Democratic and Republican Respondents. We first note that overall, there was very little movement. This could be because we were explicitly polling on what we thought were the major issues of the campaign, and that by April of 2016 after several months of the primary season most respondents had stable positions on the issues.<sup>5</sup> In the aggregate, respondents did not change their views on deportations, the Muslim ban, or building a wall; however, support for the repeal of the Affordable Care Act or Obamacare increased between April and October/November 2016 (we see the squares to the right of the circles), and the average respondent also warmed to the idea of increasing tariffs on China, and not using the military except as a last resort.

[Figure 3A Here]

Figure 3B and Figure 3C show how respondents' placement of the candidates on each issue changed over the course of the campaign. Again, the top row of each issue (the circles) denote the wave 1 placement, and the bottom row (the squares) denote the wave 3 placement.

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<sup>4</sup>We refer here to tweets from liberal sources as "liberal tweets", the individual tweet may of course not have had any specific ideological bias to it.

<sup>5</sup>In figure A2 we give a measure of individual level variation from wave 1 to wave 3.

We note that both Republican and Democratic respondents felt that Clinton moved to the left on health care during the campaign, and both felt that Trump moved to the right. We also note that respondents placed Clinton slightly farther to the left on Immigration in wave 3 than in wave 1.

[Figure 3B and Figure 3C Here]

#### 4.1 Opinion change as a function of media exposure:

We now turn to tests of whether the change in voters' positions on free trade, and the remaining issues can be explained by online news consumption. To determine the impact of media on respondents' own attitudes, and their placement of the candidates, we estimated a series of multivariable models. In each model the outcome variable was either the respondents' placement of self, Clinton, or Trump on one of the issues of interest in wave 3. The primary explanatory variables of interest were the number of tweets seen on the topic from liberal media outlets, and the number of tweets seen on the topic from conservative media outlets. Since we were interested in change, we conditioned on the respondents' placement of the outcome variable in wave 1 of the survey. We also included two additional measures of their behavior on Twitter: whether they followed Clinton and whether they followed Trump. To measure their offline exposure to news, we conditioned on whether they reported watching Fox News, CNN, MSNBC, or any of (ABC, CBS, or NBC).<sup>6</sup> We also conditioned on gender, age, education, income, and partisanship.

We first calculate an overall "conservatism index" that averages respondents' views on health care and immigration using measures for support for: Obamacare (or Affordable Care Act) repeal, the Muslim Ban, building a wall, and deportation of illegal immigrants. We hypothesize that exposure to tweets related to health care and immigration led to a subsequent increase in policy conservatism if an individual voter viewed larger number of tweets from conservative media source, relative to a voter who was exposed to fewer such sources of information on commentary. Conversely, we expect that respondents who encountered more content from liberal media will revise their overall opinions in the liberal direction, relative to those individuals who encountered a smaller number headlines and articles from liberal sources on Twitter. The model in Table 1 shows that a one unit increase in the logged number of tweets from liberal media in a respondent's Twitter feed was associated with a 0.61 point decrease in our conservatism index. Conversely a unit increase in the logged number of tweets from conservative sources was associated with a 0.894 point increase in the index.

[Table 1]

Table 2 and Table 3 give estimates for the same model where the outcome variable is self-placement in the final wave on each individual issue. Our issue-specific discussion begins by summarizing to what degree opinion change on immigration – i.e. addressing the status of undocumented immigrants, dealing with the situation on the southern border, and

<sup>6</sup>Note that these measures are self-reported, as opposed to our measures of online news media exposure.

endorsing immigration restrictions based on religion (i.e, the Muslim ban) – can be attributed to respondents’ news diets. We hypothesize that people who received more tweets about immigration from conservative media sources: 1) became more supportive of the view that U.S. should deport illegal immigrants, 2) became more likely to favor a ban on Muslims entering the U.S.; 3) became more likely to support building a wall on the U.S.-Mexico border, relative to respondents who saw fewer (or no) tweets from conservative media outlets.

Conversely, we expect that respondents who, based on their Twitter feeds, were potentially exposed to more liberal content, will change their views in the liberal direction. That is, people with greater exposure to stories from liberal sources will be 1) less likely to support deportation of illegal immigrants (i.e. more likely to support offering a pathway to citizenship); 2) less likely to express support for the Muslim ban; 3) less likely to favor building a wall on the U.S.-Mexico border. If these predictions are borne out by the data, then the coefficients on the number of tweets (potentially) seen from liberal sources will be negative, because lower values correspond to liberal positions.

These predictions are tested in the columns 1 through 3 in Table 2. We see that exposure to tweets about immigration from liberal media is significantly predictive of a decrease in supporting deportation of undocumented immigrants. The model in column 1 conditions on partisanship, gender, age, education, income, and exposure to mainstream and cable television. Holding partisanship fixed, we observe that exposure to tweets from liberal sources is linked to opinion change in the liberal direction. Note that being a Democrat was, in fact, not associated with *increasing* support of a pathway to citizenship over time (controlling for the aforementioned factors).

### [Table 2]

The next set of issues we explore relates to health care legislation. We expect that voters who see more tweets about Obamacare from liberal media sources will become more supportive of keeping the law, relative to respondents who saw fewer (or no) tweets from liberal media outlets. If this is true, then in our model of opinion change – where we regress opinions in October 2016 on opinion from wave 1 in April 2016, and control for off-line news consumption, gender, age, income, education, and party ID – the coefficient on the (log) number of tweets from liberal sources will be negative and significant. These hypotheses are tested in the columns 4 through 5 in Table 2.

In the third wave of the survey, voters with more liberal tweets in their timelines about healthcare did become significantly more likely to favor Obamacare. A movement from seeing zero tweets about health care (from liberal sources) to the average number of tweets was associated with approximately a 5-point movement in the liberal direction. Specifically, the predicted change is 5.24 points in the liberal direction when question referred to the law as the Affordable Care Act, and 3.97 points (again the direction of preserving/expanding the law) when the law is described as Obamacare.

Conversely, we expect that respondents with a greater number of tweets about health care from conservative sources in their Twitter feeds will on average become more opposed



to the ACA or Obamacare. On a scale from 0 to 100, where 100 stands for full support of the Obamacare repeal, we observe that respondents move in a conservative direction if they see more stories from conservative news sources. Controlling for demographics, partisanship, and TV news consumption, we find that a movement of 3.5 to 5.1 points (depending on the question wording) in the conservative direction is predicted to take place between waves if a respondent sees the average number of tweets from conservative sources about health care, rather than zero tweets about health care from conservative sources.

We note that Table 2 shows that respondents who watched Fox news were also significantly likely to move right on immigration and health care. Finally, we see in Table 3 that three of the four coefficients on our taxation measures have the expected sign and are statistically significant.

### [Table 3]

Finally, we present disaggregated (issue-by-issue) results showing the magnitude of effects in Figure 4A: where, in addition to the effects of tweets on self-placement, we also display the estimated effect of tweets on placement of Clinton, and placement of Trump on each issue. We present the estimated impact of going from seeing 0 tweets to seeing the mean number of tweets respondents saw on that topic. Moving from seeing 0 tweets from conservative media to the mean number of tweets seen from conservative media on the issue of immigration was associated with a movement of approximately 8 points on the 0-100 scale in support of deportations. And a similar movement for tweets on building the wall was associated with approximately a 3.5 point shift on the topic.

### [Figure 4A Here]

## 4.2 Differential Effects

The estimates above assume that Democrats and Republicans are homogenous in their response to conservative media, and homogeneous in their response to liberal media. There is of course much reason to doubt this assumption, we would expect liberals to be slower to update based on information from conservative sources, and for conservatives to be slower to update based on information from liberal sources. Thus we disaggregate respondents by partisanship, and estimate otherwise identical models. Figure 4B displays predicted changes in placements from tweets received from liberal media for both Republicans and Democrats. And Figure 4C displays predicted changes in placements from tweets received from Conservative media for both Democrats and Republicans. We note that Republicans who saw tweets from liberal media on healthcare were likely to update their view of Trump's position towards the right. These were of course mostly Republicans who *chose* to follow liberal media. But it is still informative that they were willing to update their beliefs based on information that may have been in tension with their existing beliefs.<sup>7</sup>

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<sup>7</sup>We could examine this further seeing if they moved their view of Trump's position *further* from their own view. Republicans may of course have been glad to hear that Trump had a very conservative position on

[Figure 4B and Figure 4C Here]

## 5 Conclusion

Using a panel study we have documented change in respondents views on major issues during the campaign, and their views of the candidates' positions on those issues. We have also shown the distribution of tweets they have seen on these topics, from both liberal and conservative media outlets. More importantly, we have estimated the impact of seeing such tweets on respondents' attitudes and candidate placements. While the stability of respondents' attitudes and views of candidates is perhaps surprising over this period, we have demonstrated that media can move both the attitudes and candidate placements of the electorate.

Table 1: Opinion change on 5 salient issues (aggregate index)

	Issue Index (Average conservatism on the 5 items)
Log(tweets from liberal media on the issues)	-0.610** (0.308)
Log(tweets from centrist media on the issues)	-0.309 (0.359)
Log(tweets from conservative media on the issues)	0.894*** (0.272)
Respondent follows Trump on Twitter	3.579** (1.413)
Respondent follows Clinton on Twitter	-1.316 (1.372)
Watches Fox News	2.033* (1.048)
Watches CNN	-0.745 (1.086)
Watches MSNBC	1.195 (1.063)
Democrat	-2.839*** (1.047)
Republican	2.489** (1.180)
College graduate	-2.177** (0.928)
Constant	8.367*** (2.057)
Self-placement in wave 1	✓
Watches ABC, CBS, or NBC	✓
Gender	✓
Age	✓
Income	✓
Observations	947

Cell entries are coefficients from an OLS regression, and standard errors are displayed in parentheses. The 5 policies used to construct the index are: Obamacare, the Affordable Care Act (asked as two separate questions), the Muslim Ban, building a wall, and deportation of illegal immigrants. The outcome variable is the average stance on the 5 policies (where higher values mean a more conservative stance). The sample is limited to those respondents who provided their Twitter IDs. Significance cutoffs are: \* $p < 0.1$ ; \*\* $p < 0.05$ ; \*\*\* $p < 0.01$ .

Table 2: Explaining Opinion Change of Respondents between wave 1 and wave 3

	Dependent variable: Self-placement on 5 policy issues in the final wave of the survey				
	Favor Deportation of Illegal Immigrants	Support the Muslim Ban	Support Building the Wall	Oppose Expanding the Affordable Care Act	Oppose Expanding Obamacare
	(1)	(2)	(3)	(4)	(5)
Log(Tweets on the topic) from liberal media	-1.719*** (0.566)	-0.100 (0.991)	-1.125 (0.876)	-1.116** (0.526)	-0.978* (0.557)
Log(Tweets on the topic) from centrist media	-0.343 (0.663)	-1.270 (1.186)	-0.829 (0.958)	-0.405 (0.630)	0.016 (0.656)
Log(Tweets on the topic) from conservative media	1.561*** (0.480)	1.897 (1.173)	2.555*** (0.829)	1.298** (0.517)	0.952* (0.524)
Follows Trump on Twitter	1.749 (2.345)	2.474 (2.188)	6.136** (2.403)	4.749** (2.253)	6.124*** (2.166)
Follows Clinton on Twitter	2.030 (2.296)	-2.101 (2.201)	-0.607 (2.392)	-1.242 (2.195)	-3.255 (2.145)
Watches Fox News	4.063** (1.706)	5.500*** (1.593)	2.386 (1.749)	6.646*** (1.614)	3.204** (1.569)
Watches CNN	-1.061 (1.804)	-1.129 (1.687)	-0.655 (1.833)	-1.786 (1.710)	-1.330 (1.650)
Watches MSNBC	0.267 (1.747)	-0.950 (1.650)	-1.456 (1.775)	0.761 (1.685)	-0.340 (1.617)
Democrat	-2.635 (1.690)	-4.801*** (1.570)	-9.463*** (1.703)	-6.416*** (1.658)	-4.038** (1.624)
Republican	4.745** (1.921)	4.874*** (1.806)	7.078*** (1.956)	3.980** (1.855)	1.941 (1.805)
Self-placement in wave 1	✓	✓	✓	✓	✓
Watches ABC, CBS, or NBC	✓	✓	✓	✓	✓
Gender	✓	✓	✓	✓	✓
Age	✓	✓	✓	✓	✓
Education	✓	✓	✓	✓	✓
Income	✓	✓	✓	✓	✓
Observations	966	966	967	967	957

Each column displays coefficients from separate OLS regressions. Every regression includes a constant terms (suppressed). The sample is limited to those respondents who provided their Twitter IDs. Coefficients in the first 3 rows capture the implied opinion change from a unit increase in the logged number of tweets about the topic appearing in the user’s Twitter timeline between wave 1 (April 2016) and wave 3 (Oct 25 - Nov 7, 2016) of the survey. Significance cutoffs are: \*p<0.1; \*\*p<0.05; \*\*\*p<0.01

Table 3: Opinion Change of respondents: Remaining 5 issues

	Dependent variable: Self-placement on 5 policy issues in the final wave of the survey				
	Pro-Free trade	Against Raising Tariffs on China	Against Taxing the Rich	Against Progressive Taxation	Pro-Military force Use Abroad
	(1)	(2)	(3)	(4)	(5)
Log(Tweets on the topic) from liberal media	1.525 (0.943)	1.751 (1.504)	-0.650 (0.968)	-2.908** (1.191)	-0.553 (0.803)
Log(Tweets on the topic) from centrist media	-0.337 (0.981)	-0.520 (1.297)	-0.207 (1.109)	0.138 (1.324)	-0.099 (0.766)
Log(Tweets on the topic) from conservative media	-1.447* (0.809)	0.830 (1.514)	2.423** (0.969)	3.213*** (1.216)	0.195 (0.719)
Follows Trump	-0.460 (2.430)	-3.730 (2.611)	4.002 (3.437)	0.956 (3.871)	2.053 (2.382)
Follows Clinton	1.287 (2.464)	0.894 (2.682)	-5.069 (3.219)	-3.881 (4.109)	-2.348 (2.374)
Watches Fox News	0.191 (1.747)	-2.832 (1.888)	5.801** (2.433)	2.140 (2.786)	2.689 (1.712)
Watches CNN	0.661 (1.894)	1.538 (2.065)	0.525 (2.575)	-0.707 (3.050)	0.401 (1.825)
Watches MSNBC	0.599 (1.837)	1.118 (2.008)	-3.270 (2.514)	-2.283 (3.017)	-2.032 (1.772)
Democrat	5.469*** (1.742)	3.641* (1.930)	-0.826 (2.411)	-5.059* (2.774)	1.287 (1.679)
Republican	-2.283 (1.987)	-3.376 (2.191)	2.972 (2.804)	7.187** (3.312)	6.294*** (1.951)
Self-placement in wave 1	✓	✓	✓	✓	✓
Watches ABC, CBS, or NBC	✓	✓	✓	✓	✓
Gender	✓	✓	✓	✓	✓
Age	✓	✓	✓	✓	✓
Education	✓	✓	✓	✓	✓
Income	✓	✓	✓	✓	✓
Observations	956	952	444	477	969

Each column displays coefficients from separate OLS regressions. Every regression includes a constant terms (suppressed).

The sample is limited to those respondents who provided their Twitter IDs.

Coefficients in the first 3 rows capture the implied opinion change from a unit increase in the logged number of tweets about the topic appearing in the user's Twitter timeline between wave 1 (April 2016) and wave 3 (Oct 25 - Nov 7, 2016) of the survey. Significance cutoffs are: \* $p < 0.1$ ; \*\* $p < 0.05$ ; \*\*\* $p < 0.01$

Figure 1: Average number of Tweets on campaign-related topics received by respondents whose Twitter timeline was reconstructed based on the information about the accounts followed by participants. The tweets are disaggregated by the ideology of the news source.

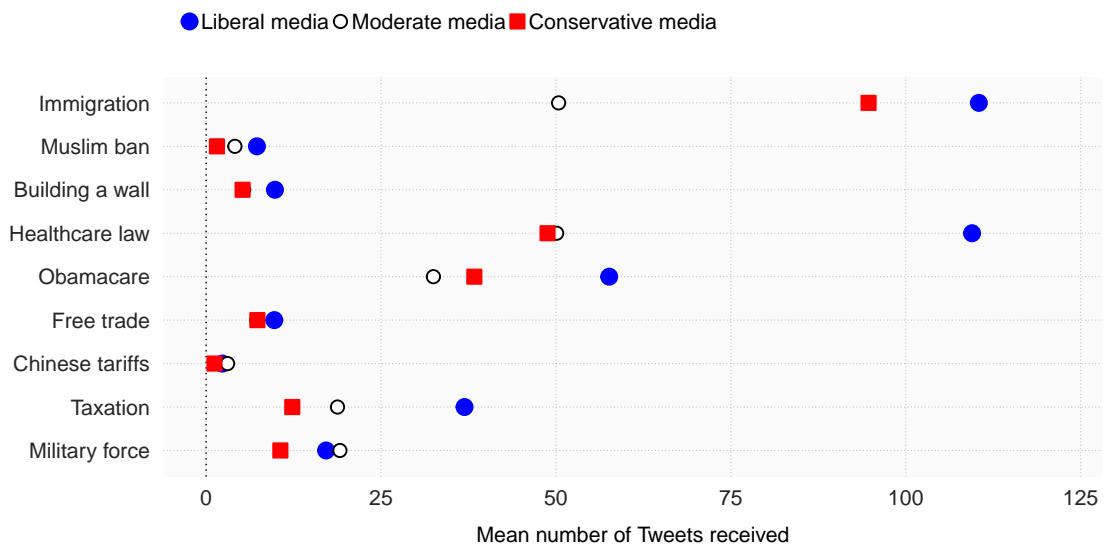


Figure 2: Average number of Tweets on campaign-related topics received by liberal, moderate, and conservative respondents. (The sample consists of respondents whose Twitter timeline was reconstructed based on the information about the accounts followed by participants. The tweets are disaggregated by the ideology of the news source.)

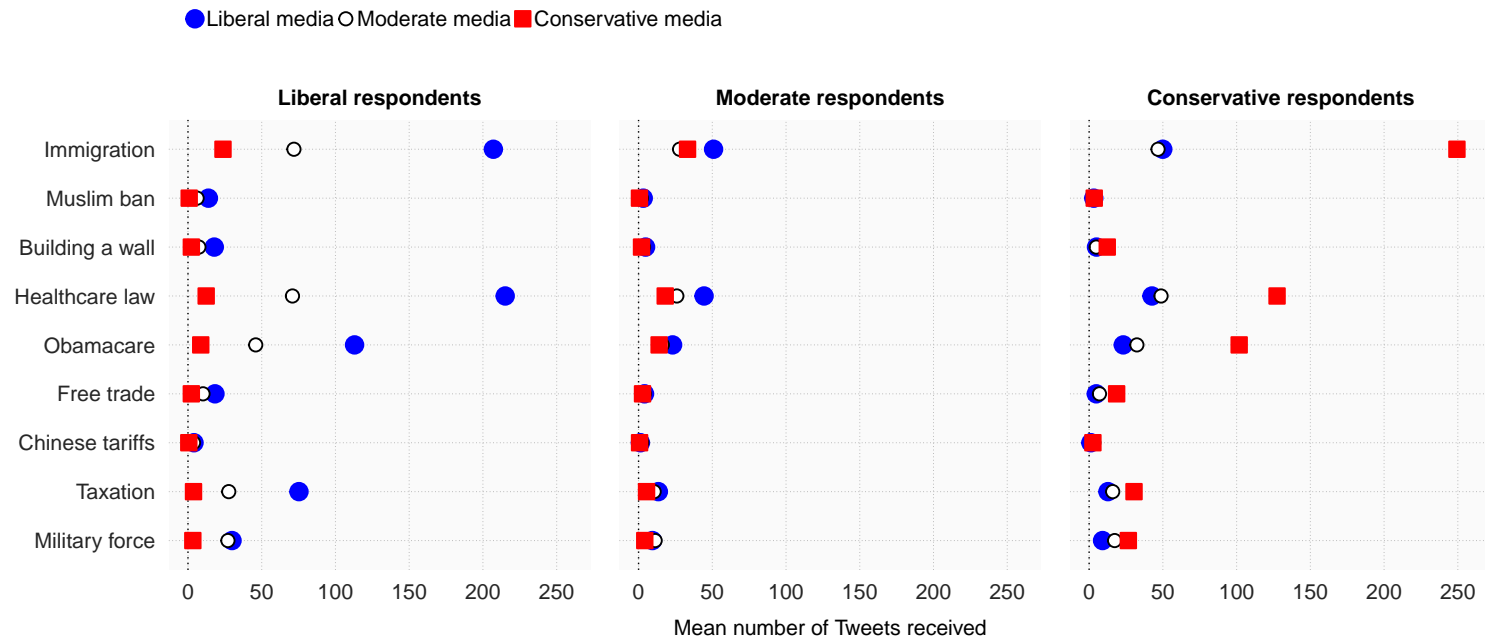


Figure 3A: Average preferred positions (self-placement) in waves 1 and 3 among Democratic and Republican respondents

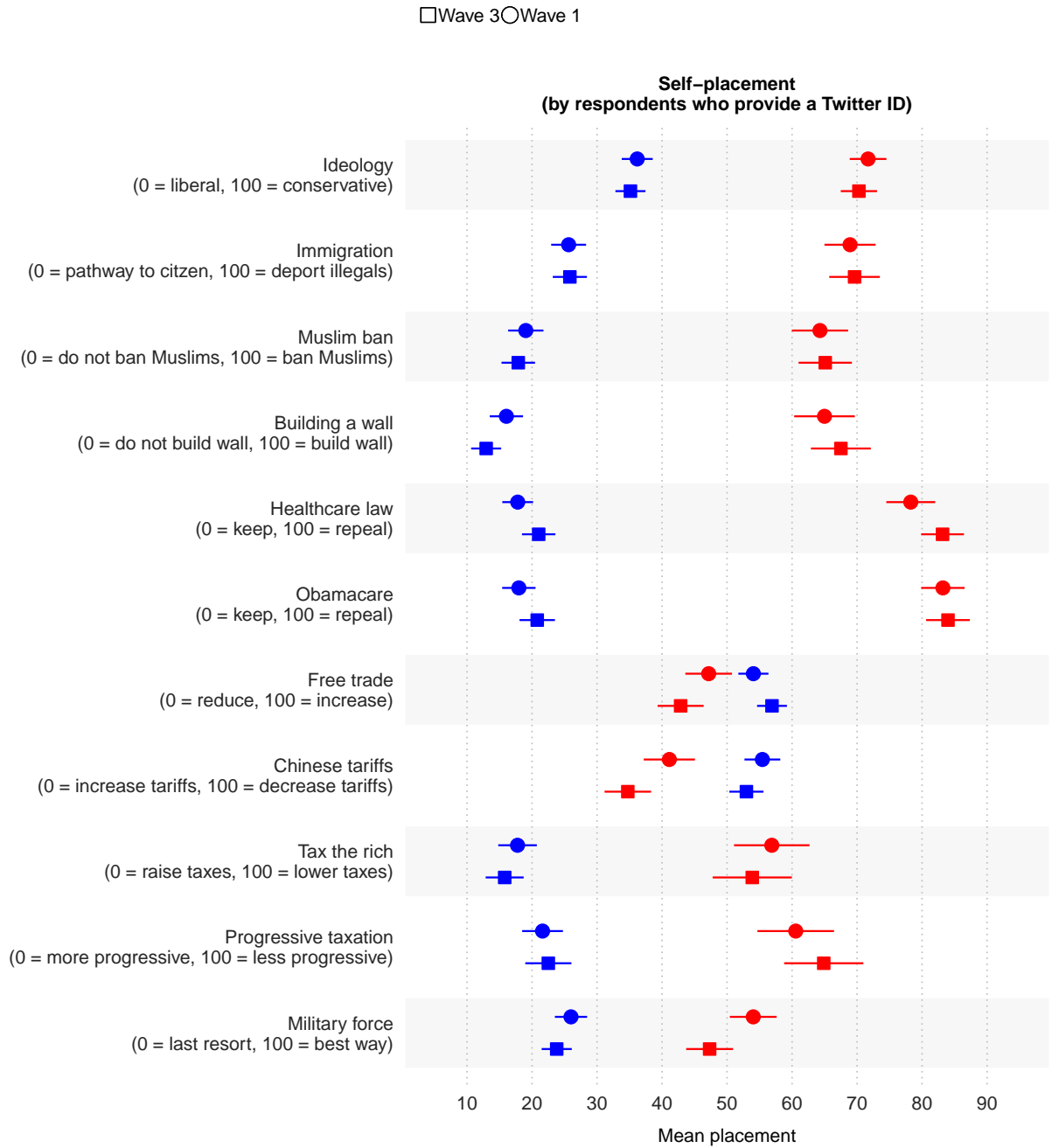




Figure 3B: Average perceptions of Hillary Clinton’s policy positions in waves 1 and 3 among Democratic and Republican respondents

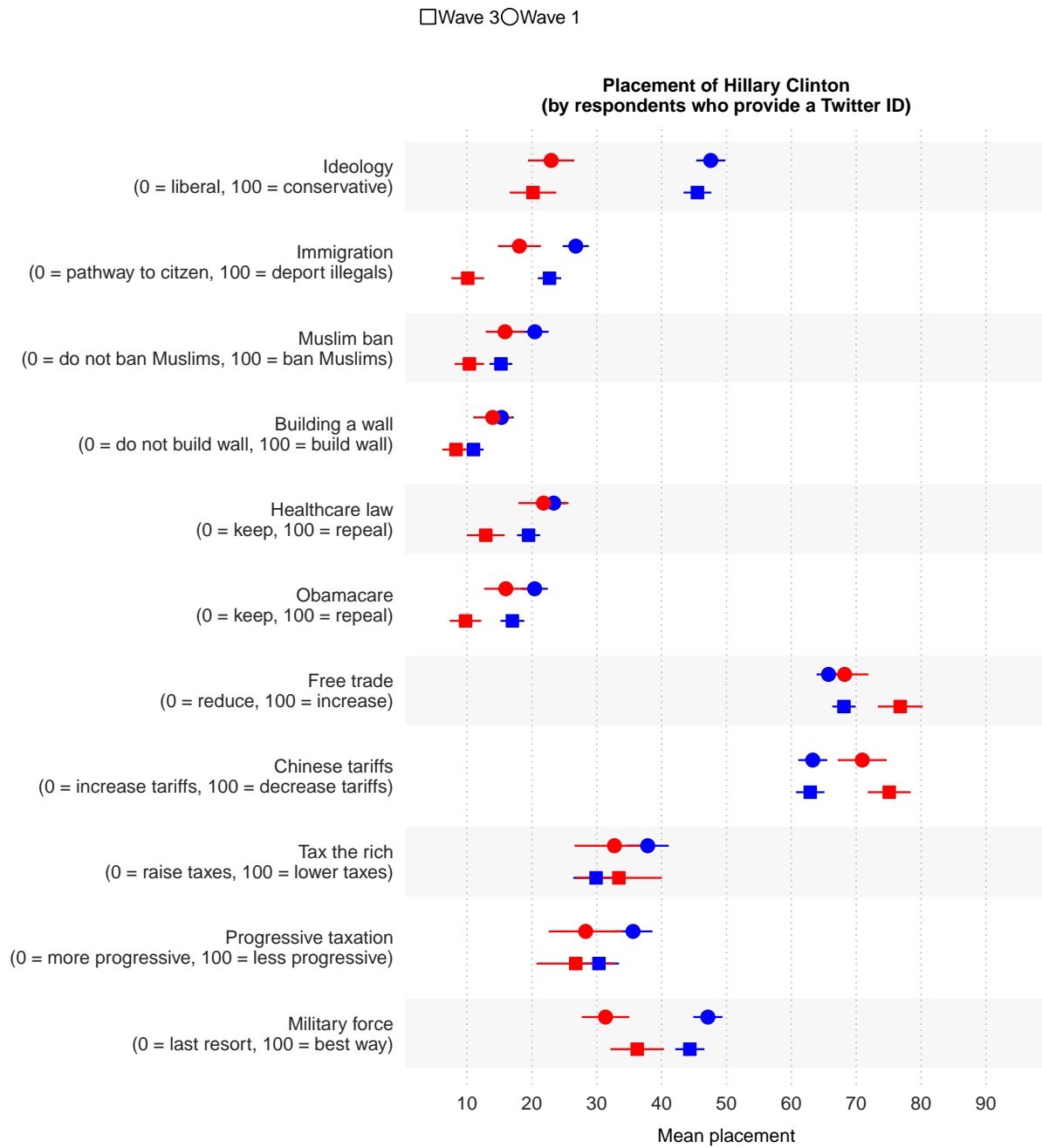


Figure 3C: Average perceptions of Donald Trump’s policy positions in waves 1 and 3 among Democratic and Republican respondents

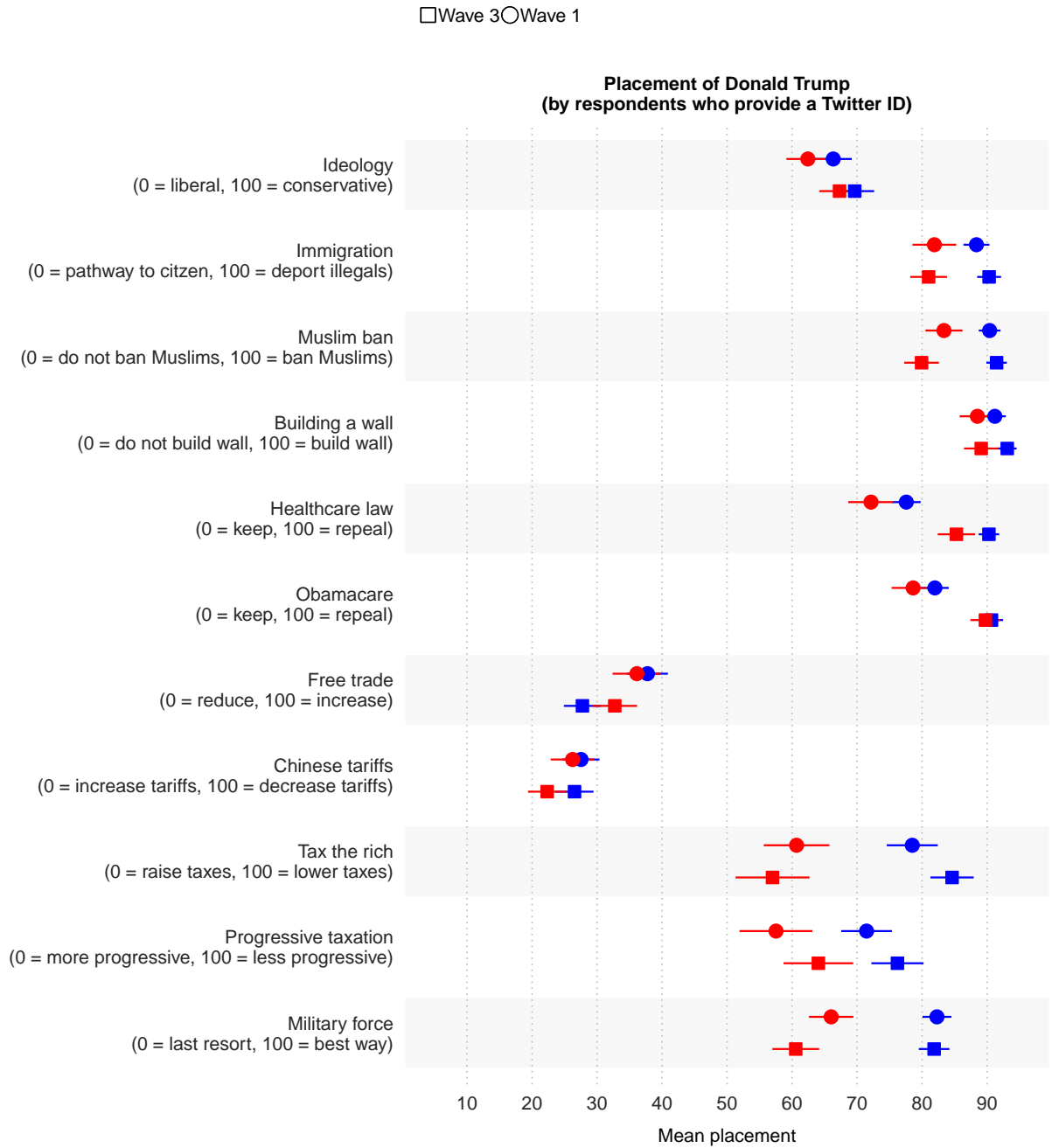


Figure 4A: Predicted change in placements from the average number of tweets received from liberal and conservative media (relative to a counterfactual with no tweets received from a given source type on a particular topic)

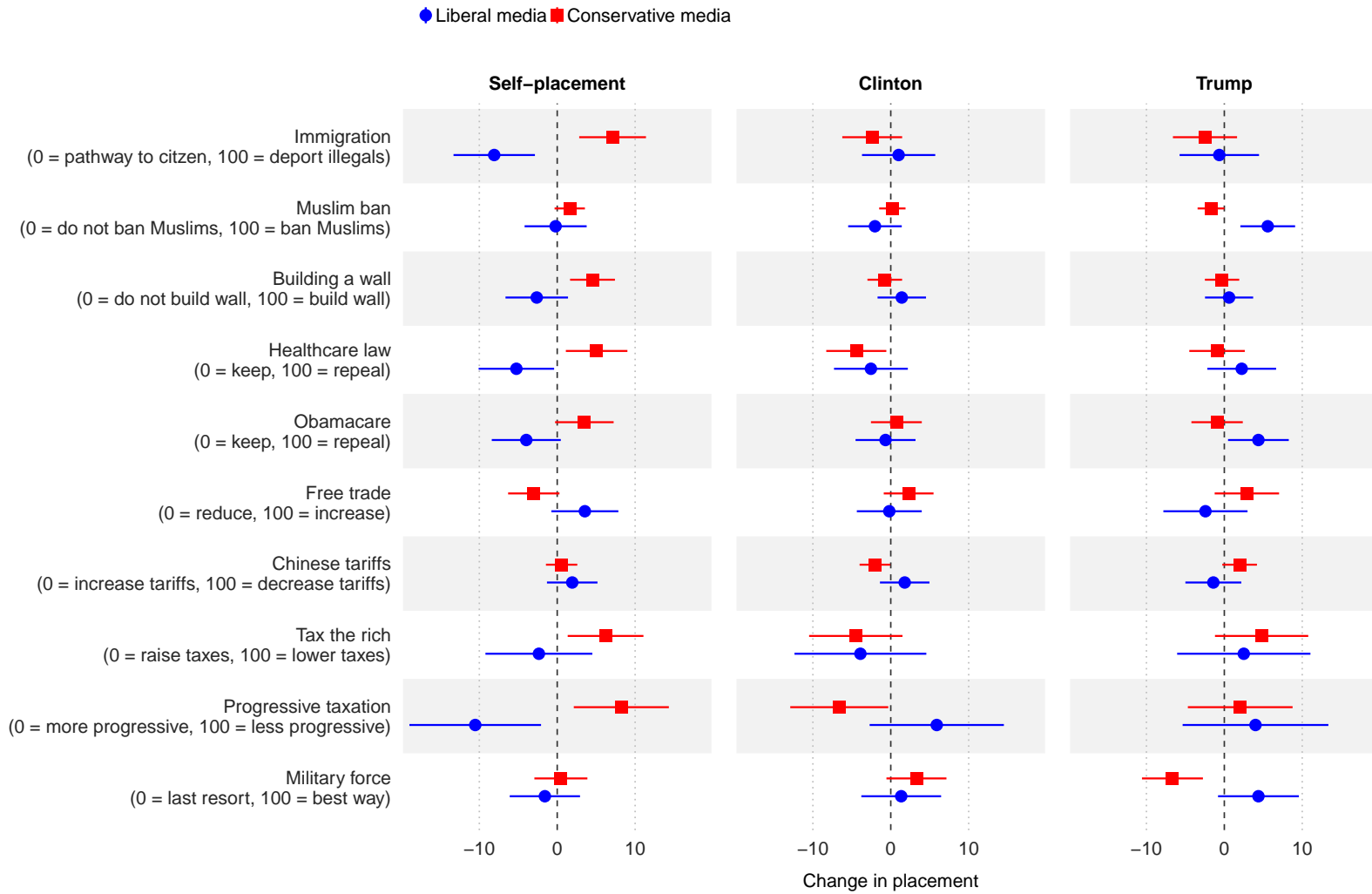


Figure 4B: Predicted change in placements from tweets received from liberal media: estimated and displayed separately for Democratic and Republican respondents

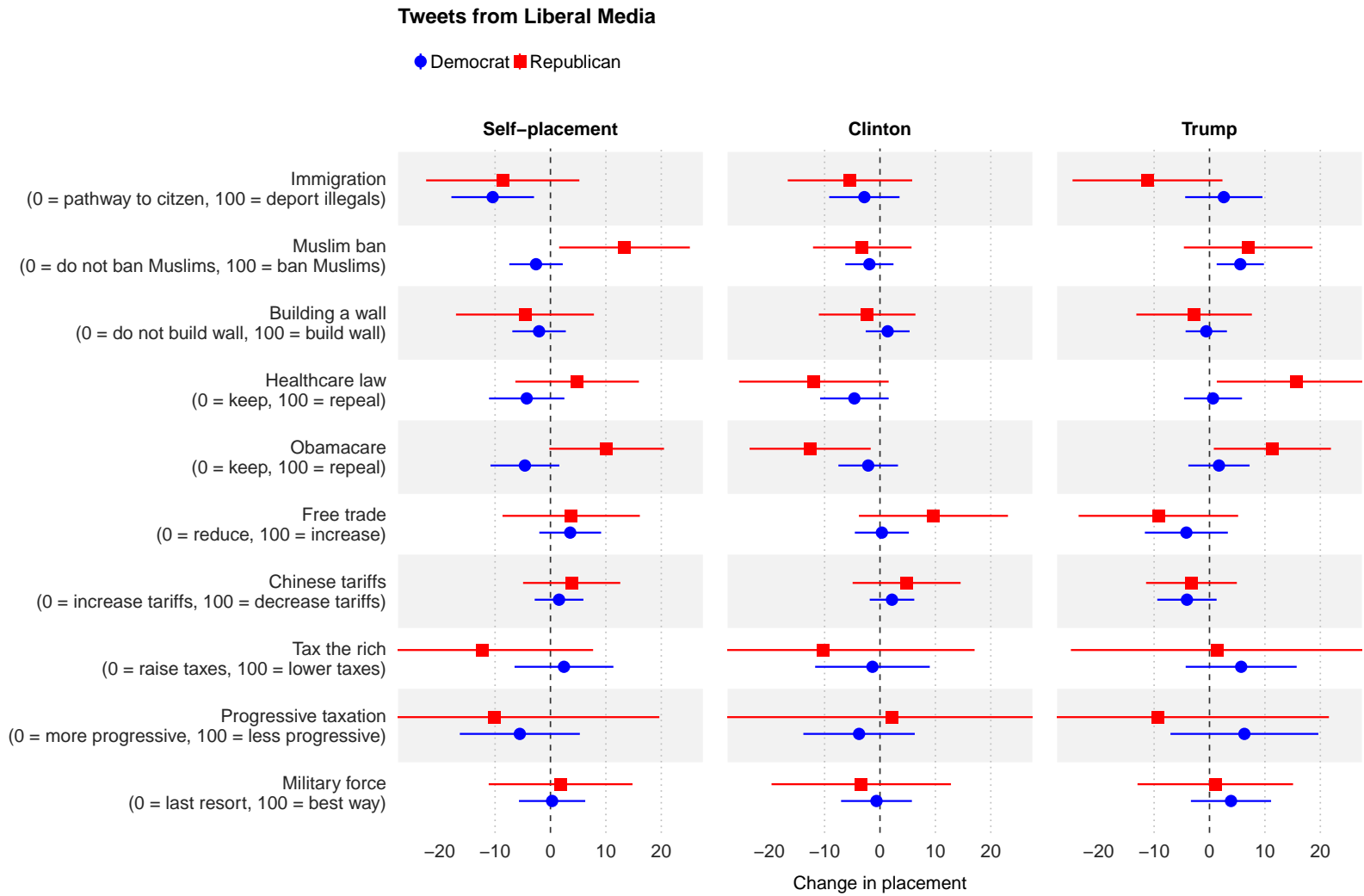
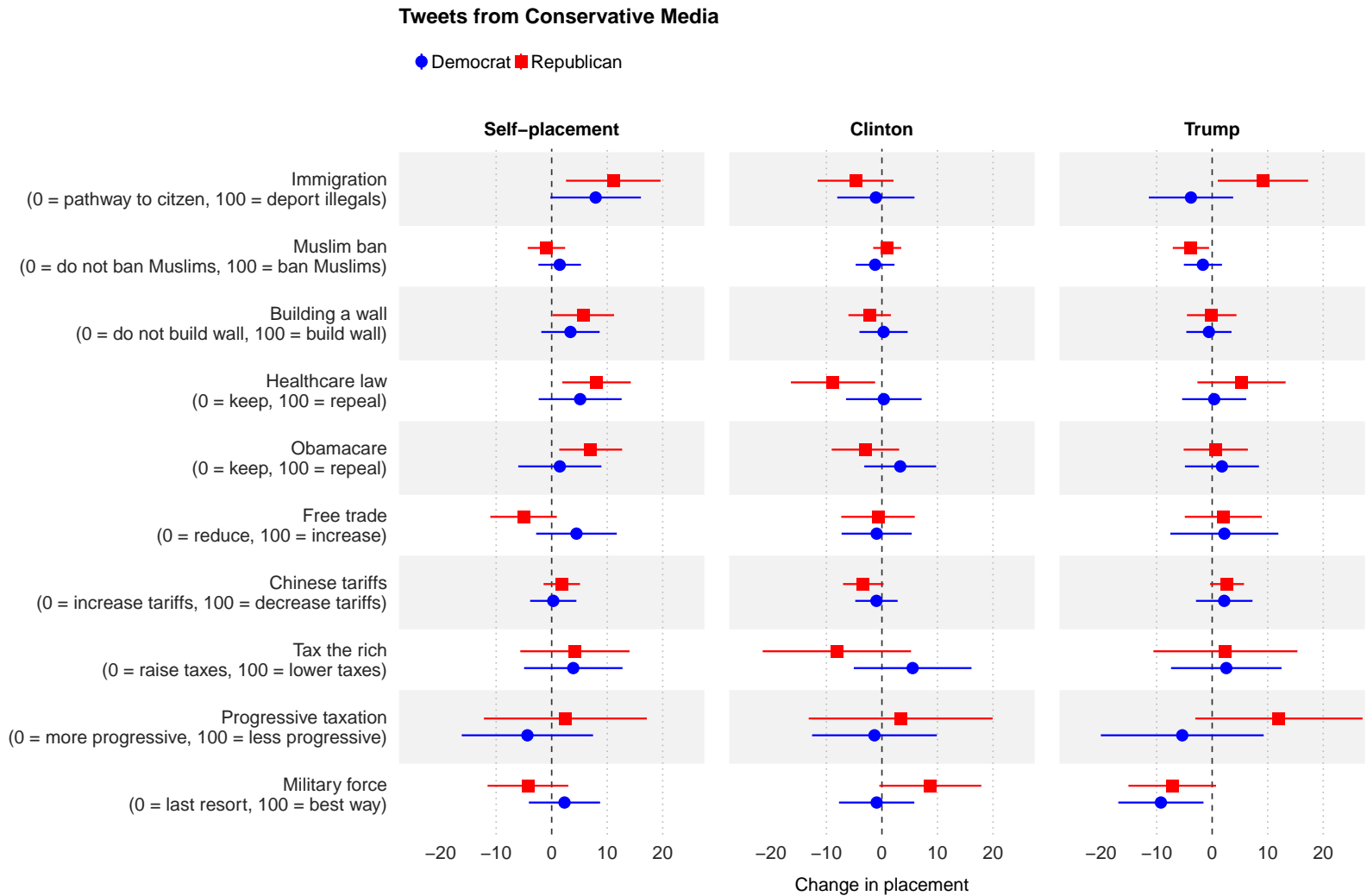


Figure 4C: Predicted change in placements from tweets received from conservative media: estimated and displayed separately for Democratic and Republican respondents



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## Appendix

Figure A1: Average preferred positions (self-placement) in waves 1 and 3 among survey respondents who provided their Twitter IDs

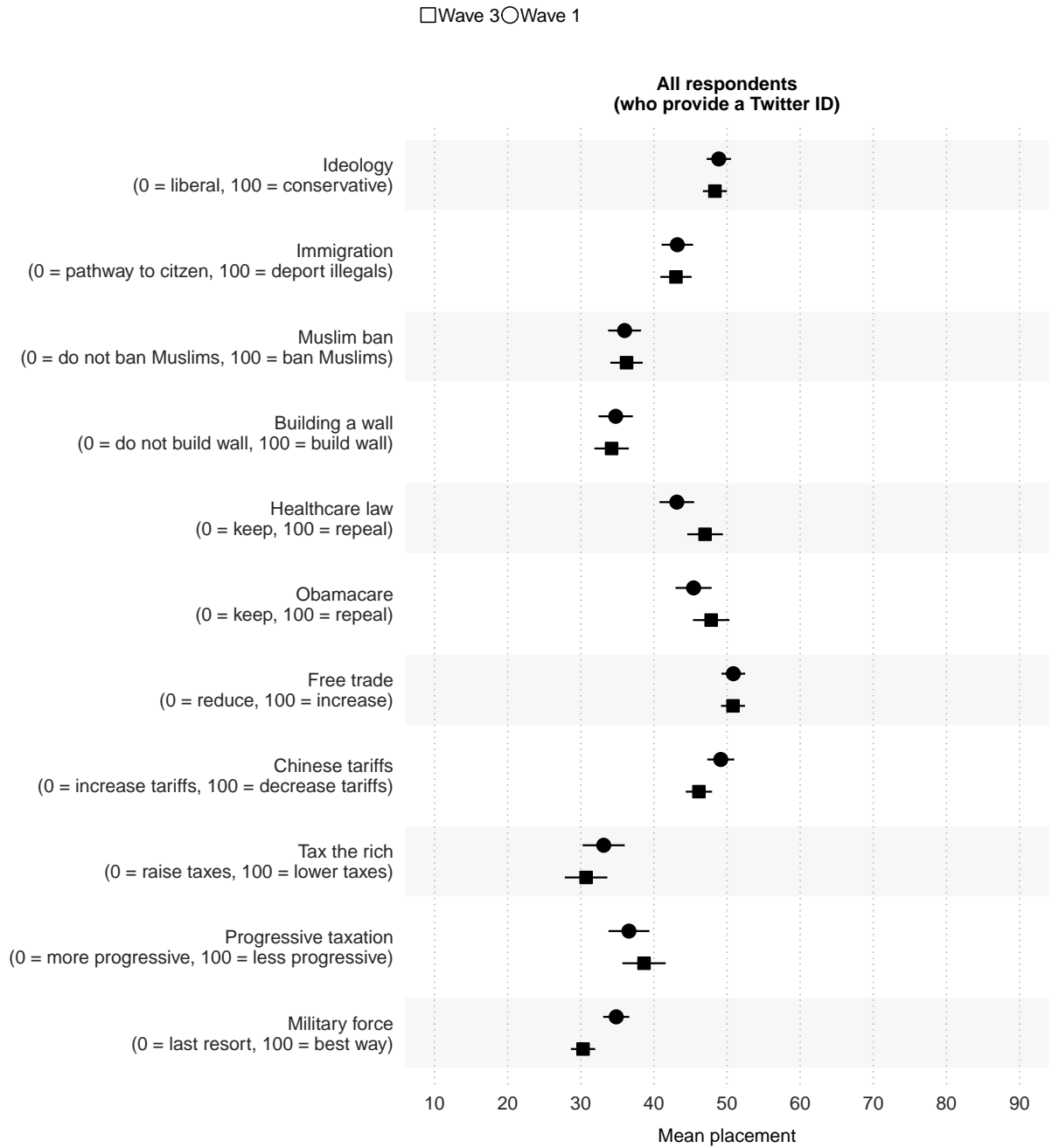




Figure A2: Mean absolute change in placements of presidential candidates and oneself across issues

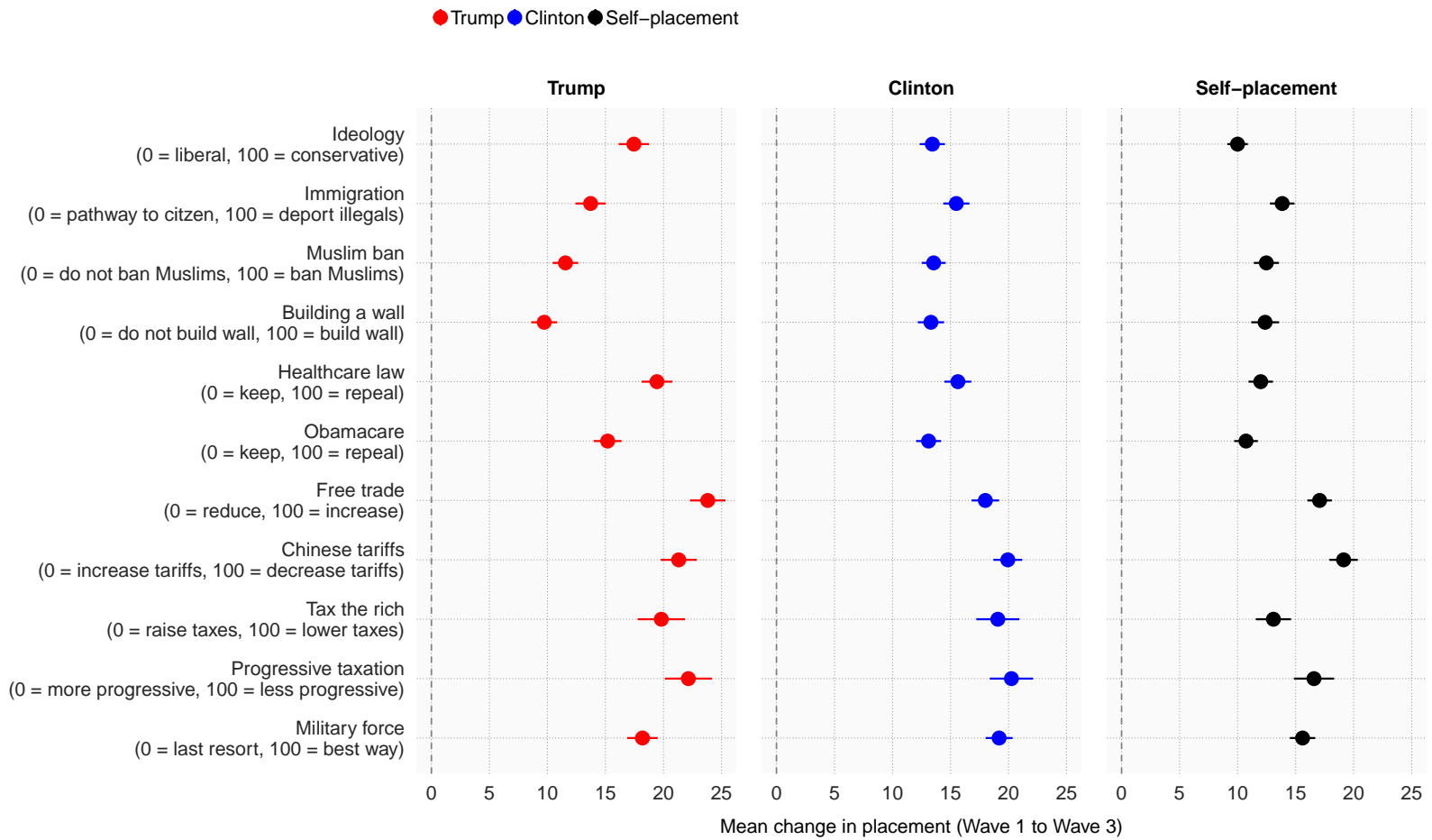


Table A1: Opinion change between wave 1 and wave 3 on immigration and health care among respondents with known behavioral data and respondents with unobserved social media usage patterns.

Observed behavior on Twitter (yes/no)	Party ID	Support Deportations	Support a Muslim ban	Support Building a wall	Repeal ACA	Repeal Obamacare
No Twitter data available	Democrat	-2.5	-1.9	-0.3	2.6	5.4
Consented to use of Twitter data	Democrat	0.2	-1.2	-3.1	3.2	2.8
No Twitter data available	Republican	0.2	0.2	3.1	3.1	2.8
Consented to use of Twitter data	Republican	0.7	0.8	2.5	4.9	0.8
No Twitter data available	Ind./Other	-0.7	0.2	0.5	2.8	1.5
Consented to use of Twitter data	Ind./Other	-1.2	1.7	0.7	4.0	2.9

Table A2: Opinion change between wave 1 and wave 3 on economic issues and the use of the military among respondents with known behavioral data and respondents with unobserved social media usage patterns.

Observed behavior on Twitter (yes/no)	Party ID	Increase Free trade	Against tariffs on China	Lower taxes	Against Progressive taxation	For use of Military Force
No Twitter data available	Democrat	1.9	0.1	-4.5	-2.7	-3.1
Consented to use of Twitter data	Democrat	2.9	-2.5	-2.0	0.9	-2.2
No Twitter data available	Republican	-0.6	-0.7	-1.2	-0.5	-4.4
Consented to use of Twitter data	Republican	-4.3	-6.4	-3.0	4.3	-6.7
No Twitter data available	Ind./Other	-0.2	-1.1	-2.0	0.8	-3.7
Consented to use of Twitter data	Ind./Other	-1.0	-1.6	-2.6	2.3	-6.1

Table A3: Average Opinions in Waves 1 and 3.

Party ID	Democrat		Republican		Ind./Other	
	No	Yes	No	Yes	No	Yes
Twitter ID provided to researchers (yes/no)						
Support for Deportations (w3)	30.8	25.9	70.0	69.7	58.0	48.3
Support for Deportations (w1)	33.1	26.0	69.4	69.3	57.9	47.8
Support for a Muslim ban (w3)	22.1	17.8	67.8	65.1	49.0	41.4
Support for a Muslim ban (w1)	24.0	18.6	67.4	64.7	47.8	38.3
Support for Building a wall (w3)	17.5	12.9	71.0	67.5	49.2	40.4
Support for Building a wall (w1)	19.0	15.2	67.3	65.4	47.0	37.6
Repeal ACA (w3)	23.6	21.0	84.8	83.1	61.2	57.4
Repeal ACA (w1)	20.9	18.6	80.7	78.2	58.2	51.7
Repeal Obamacare (w3)	23.8	20.9	86.5	83.9	63.4	59.1
Repeal Obamacare (w1)	19.8	18.6	83.1	82.7	61.3	54.8
Increase Free trade (w3)	55.2	56.9	41.7	42.8	44.3	48.2
Increase Free trade (w1)	54.4	54.7	43.1	47.3	45.3	49.2
Against tariffs on China (w3)	53.5	53.0	32.9	35.0	39.7	44.6
Against tariffs on China (w1)	53.6	56.1	34.8	41.1	42.1	46.3
Lower taxes (w3)	15.6	15.7	56.9	53.9	38.3	33.9
Lower taxes (w1)	21.8	21.0	57.0	56.3	40.8	37.4
Against Progressive taxation (w3)	24.0	22.6	61.0	64.4	50.4	44.8
Against Progressive taxation (w1)	27.8	22.7	59.8	60.0	48.7	42.0
Support use of Military Force (w3)	25.8	23.8	49.8	47.3	33.5	28.0
Support use of Military Force (w1)	29.4	27.3	55.2	52.8	36.4	34.2

Table A4: Support for Clinton and Trump across survey waves (ranked measured)

	All respondents		Respondents who provided Twitter data to YouGov	
	Trump	Clinton	Trump	Clinton
Wave 1	42.9	57.1	38.7	61.3
Wave 2	44.5	55.5	40.6	59.4
Wave 3	44.3	55.7	40.6	59.4

Table A5: Support for Presidential candidates (Wave 3)

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	All respondents	Respondents who provided Twitter data to YouGov
Trump	47.9	51.3
Clinton	35.4	32.4
Stein	5.5	5.8
Johnson	3.2	3.9
Will not vote	7.9	6.6

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Table A6: Proportion voters who switch Presidential preference across survey waves

		Wave 3	
		Trump	Clinton
Wave 1	Trump	35.6	3.1
	Clinton	4.8	56.5

Table A7: All respondents

	Healthcare		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.742*** (0.023)		
Placement of Clinton (wave 1)		0.358*** (0.027)	
Placement of Trump (wave 1)			0.250*** (0.024)
log(Tweets re: topic from liberal media)	-1.116** (0.526)	-0.543 (0.515)	0.475 (0.480)
log(Tweets re: topic from Moderate media)	-0.405 (0.630)	1.777*** (0.625)	-0.514 (0.575)
log(Tweets re: topic from conservative media)	1.298** (0.517)	-1.135** (0.505)	-0.240 (0.466)
Follows Trump on Twitter	4.749** (2.253)	-2.846 (2.209)	0.726 (2.044)
Follows Clinton on Twitter	-1.242 (2.195)	-4.639** (2.162)	0.433 (2.029)
Watches FOX News	6.646*** (1.614)	-0.158 (1.560)	-4.439*** (1.459)
Watches CNN	-1.786 (1.710)	-0.953 (1.681)	2.043 (1.561)
Watches MSNBC	0.761 (1.685)	-0.118 (1.638)	-1.839 (1.524)
Watches ABC, CBS, or NBC	0.674 (1.757)	-0.808 (1.724)	-1.404 (1.603)
Party ID: Democrat	-6.416*** (1.658)	-0.591 (1.550)	2.482* (1.440)
Party ID: Republican	3.980** (1.855)	-5.494*** (1.779)	0.055 (1.648)
Female	0.528 (1.326)	2.864** (1.308)	-1.619 (1.213)
Age	0.024 (0.046)	-0.035 (0.046)	0.113*** (0.042)
Education: College degree	-2.479* (1.459)	-1.316 (1.432)	1.185 (1.333)
Education: Post-graduate degree	-0.666 (2.103)	1.587 (2.060)	-1.647 (1.916)
Income: 30-70k	0.518 (1.616)	-3.758** (1.591)	2.655* (1.475)
Income: 70-120k	1.003 (1.882)	-4.801** (1.860)	2.907* (1.718)
Income: 120k+	1.119 (2.389)	-3.310 (2.352)	8.000*** (2.171)
Constant	13.425*** (3.163)	16.602*** (3.128)	63.677*** (3.189)
Observations	967	962	954

Note:

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01



Table A8: Self-identified Democrats

	Healthcare		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.731*** (0.039)		
Placement of Clinton (wave 1)		0.362*** (0.042)	
Placement of Trump (wave 1)			0.190*** (0.032)
log(Tweets re: topic from liberal media)	-0.913 (0.738)	-0.985 (0.672)	0.135 (0.568)
log(Tweets re: topic from Moderate media)	-0.078 (0.918)	1.502* (0.845)	-0.173 (0.711)
log(Tweets re: topic from conservative media)	1.315 (0.977)	0.086 (0.891)	0.092 (0.755)
Follows Trump on Twitter	9.465** (4.131)	-3.718 (3.769)	-6.151* (3.236)
Follows Clinton on Twitter	-2.429 (2.673)	-2.584 (2.455)	-0.509 (2.076)
Watches FOX News	6.297*** (2.285)	2.443 (2.073)	-6.768*** (1.767)
Watches CNN	-1.241 (2.564)	-3.071 (2.353)	4.695** (1.981)
Watches MSNBC	1.129 (2.456)	-2.265 (2.243)	-2.366 (1.902)
Watches ABC, CBS, or NBC	-0.912 (2.890)	-0.416 (2.665)	-3.283 (2.233)
Female	-1.306 (2.002)	0.985 (1.835)	-1.225 (1.550)
Age	0.043 (0.068)	-0.072 (0.062)	0.064 (0.053)
Education: College degree	-2.509 (2.208)	-0.655 (2.019)	1.046 (1.711)
Education: Post-graduate degree	0.590 (2.862)	-1.024 (2.612)	-2.000 (2.202)
Income: 30-70k	2.937 (2.436)	0.097 (2.237)	3.854** (1.895)
Income: 70-120k	0.198 (2.878)	-0.023 (2.651)	4.517** (2.226)
Income: 120k+	1.099 (3.559)	1.147 (3.247)	7.699*** (2.721)
Constant	5.961 (4.492)	17.636*** (4.294)	73.834*** (4.234)
Observations	444	441	433

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A9: Self-identified Republicans

	Healthcare		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.581*** (0.045)		
Placement of Clinton (wave 1)		0.317*** (0.050)	
Placement of Trump (wave 1)			0.286*** (0.056)
log(Tweets re: topic from liberal media)	1.024 (1.211)	-2.540* (1.466)	3.347** (1.565)
log(Tweets re: topic from Moderate media)	-3.203** (1.328)	3.582** (1.622)	-4.016** (1.704)
log(Tweets re: topic from conservative media)	2.072** (0.808)	-2.260** (0.993)	1.356 (1.040)
Follows Trump on Twitter	3.510 (3.384)	0.155 (4.076)	-2.545 (4.238)
Follows Clinton on Twitter	4.673 (7.577)	-1.307 (9.162)	-26.549** (10.492)
Watches FOX News	4.690 (3.213)	-4.338 (3.866)	-0.596 (4.108)
Watches CNN	-7.772*** (2.958)	2.627 (3.587)	-0.138 (3.804)
Watches MSNBC	-0.386 (3.199)	1.535 (3.801)	-1.657 (3.988)
Watches ABC, CBS, or NBC	0.835 (2.875)	-1.881 (3.481)	-2.503 (3.673)
Female	3.191 (2.345)	2.930 (2.847)	-2.077 (3.006)
Age	-0.046 (0.086)	0.019 (0.103)	0.212* (0.109)
Education: College degree	0.521 (2.572)	-0.289 (3.106)	3.260 (3.301)
Education: Post-graduate degree	0.640 (4.431)	9.090* (5.347)	-5.868 (5.662)
Income: 30-70k	0.578 (3.058)	-5.781 (3.643)	5.572 (3.777)
Income: 70-120k	3.024 (3.367)	-7.917* (4.109)	3.354 (4.262)
Income: 120k+	1.318 (4.053)	-8.998* (5.008)	12.222** (5.162)
Constant	36.159*** (6.371)	13.626* (7.442)	52.491*** (8.347)
Observations	215	215	214

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A10: All respondents

	Obamacare		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.792*** (0.022)		
Placement of Clinton (wave 1)		0.420*** (0.024)	
Placement of Trump (wave 1)			0.331*** (0.023)
log(Tweets re: topic from liberal media)	-0.978* (0.557)	-0.166 (0.484)	1.078** (0.490)
log(Tweets re: topic from Moderate media)	0.016 (0.656)	0.599 (0.577)	-1.115* (0.582)
log(Tweets re: topic from conservative media)	0.952* (0.524)	0.196 (0.455)	-0.254 (0.460)
Follows Trump on Twitter	6.124*** (2.166)	-3.657* (1.895)	1.751 (1.920)
Follows Clinton on Twitter	-3.255 (2.145)	-2.974 (1.885)	3.960** (1.903)
Watches FOX News	3.204** (1.569)	-0.662 (1.345)	-1.742 (1.368)
Watches CNN	-1.330 (1.650)	-0.369 (1.445)	1.397 (1.466)
Watches MSNBC	-0.340 (1.617)	-0.068 (1.413)	-2.733* (1.428)
Watches ABC, CBS, or NBC	-0.718 (1.702)	0.950 (1.488)	-1.418 (1.510)
Party ID: Democrat	-4.038** (1.624)	2.145 (1.335)	-0.240 (1.353)
Party ID: Republican	1.941 (1.805)	-2.684* (1.535)	1.115 (1.553)
Female	0.382 (1.288)	1.782 (1.129)	-1.834 (1.141)
Age	0.008 (0.045)	-0.093** (0.040)	0.103** (0.040)
Education: College degree	-1.911 (1.417)	0.501 (1.239)	1.949 (1.254)
Education: Post-graduate degree	1.599 (2.034)	0.571 (1.774)	1.085 (1.802)
Income: 30-70k	-0.483 (1.562)	-2.769** (1.373)	5.158*** (1.390)
Income: 70-120k	-1.835 (1.827)	-2.530 (1.603)	3.388** (1.619)
Income: 120k+	-3.351 (2.298)	-4.048** (2.016)	5.560*** (2.042)
Constant	13.824*** (3.054)	11.677*** (2.668)	56.700*** (3.056)
Observations	957	953	952

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A11: Self-identified Democrats

	Obamacare		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.780*** (0.037)		
Placement of Clinton (wave 1)		0.472*** (0.040)	
Placement of Trump (wave 1)			0.363*** (0.037)
log(Tweets re: topic from liberal media)	-1.136 (0.781)	-0.524 (0.676)	0.420 (0.695)
log(Tweets re: topic from Moderate media)	1.033 (0.961)	0.636 (0.837)	-0.794 (0.861)
log(Tweets re: topic from conservative media)	0.399 (1.043)	0.898 (0.901)	0.479 (0.929)
Follows Trump on Twitter	8.515** (4.110)	-7.468** (3.561)	-0.220 (3.702)
Follows Clinton on Twitter	-4.289 (2.671)	-1.693 (2.335)	3.617 (2.389)
Watches FOX News	1.939 (2.289)	1.206 (1.956)	-3.761* (2.018)
Watches CNN	-1.530 (2.528)	-2.207 (2.211)	3.354 (2.268)
Watches MSNBC	0.433 (2.410)	0.615 (2.102)	-2.850 (2.161)
Watches ABC, CBS, or NBC	0.760 (2.860)	0.552 (2.492)	-4.324* (2.556)
Female	0.347 (1.977)	1.525 (1.716)	-1.361 (1.767)
Age	0.069 (0.068)	-0.114* (0.059)	0.086 (0.061)
Education: College degree	-4.803** (2.189)	-0.989 (1.904)	2.649 (1.958)
Education: Post-graduate degree	3.460 (2.813)	-1.874 (2.441)	2.398 (2.510)
Income: 30-70k	-0.231 (2.407)	0.261 (2.113)	7.082*** (2.179)
Income: 70-120k	-2.607 (2.854)	0.461 (2.499)	3.541 (2.565)
Income: 120k+	-2.572 (3.462)	-2.387 (3.026)	3.491 (3.115)
Constant	5.667 (4.435)	13.520*** (4.042)	55.892*** (4.729)
Observations	436	432	431

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A12: Self-identified Republicans

	Obamacare		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.760*** (0.049)		
Placement of Clinton (wave 1)		0.374*** (0.049)	
Placement of Trump (wave 1)			0.319*** (0.045)
log(Tweets re: topic from liberal media)	2.498* (1.301)	-3.105** (1.374)	2.795** (1.329)
log(Tweets re: topic from Moderate media)	-3.677*** (1.380)	3.733** (1.462)	-3.253** (1.411)
log(Tweets re: topic from conservative media)	1.920** (0.789)	-0.813 (0.846)	0.177 (0.806)
Follows Trump on Twitter	2.266 (3.104)	-0.834 (3.266)	3.415 (3.187)
Follows Clinton on Twitter	3.263 (7.168)	6.861 (7.572)	-1.416 (7.374)
Watches FOX News	4.600 (2.994)	-2.258 (3.165)	3.355 (3.050)
Watches CNN	-5.476** (2.775)	2.297 (2.931)	-3.358 (2.834)
Watches MSNBC	3.652 (2.995)	0.902 (3.090)	1.579 (2.964)
Watches ABC, CBS, or NBC	-1.723 (2.683)	2.287 (2.838)	-1.229 (2.746)
Female	2.517 (2.207)	-0.467 (2.329)	-1.397 (2.249)
Age	-0.110 (0.080)	-0.033 (0.084)	0.212*** (0.081)
Education: College degree	1.818 (2.424)	0.347 (2.564)	1.294 (2.483)
Education: Post-graduate degree	4.495 (4.128)	-1.663 (4.376)	0.652 (4.254)
Income: 30-70k	1.405 (2.826)	-6.631** (2.990)	8.671*** (2.839)
Income: 70-120k	0.875 (3.150)	-2.993 (3.336)	6.204* (3.179)
Income: 120k+	-0.435 (3.780)	-4.274 (4.071)	12.044*** (3.856)
Constant	20.829*** (6.355)	8.140 (6.019)	46.942*** (6.625)
Observations	212	212	212

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A13: All respondents

	Military force		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.563*** (0.026)		
Placement of Clinton (wave 1)		0.523*** (0.029)	
Placement of Trump (wave 1)			0.384*** (0.033)
log(Tweets re: topic from liberal media)	-0.553 (0.803)	0.468 (0.912)	1.529* (0.924)
log(Tweets re: topic from Moderate media)	-0.099 (0.766)	-0.490 (0.870)	1.336 (0.882)
log(Tweets re: topic from conservative media)	0.195 (0.719)	1.364* (0.814)	-2.758*** (0.826)
Follows Trump on Twitter	2.053 (2.382)	3.019 (2.710)	-2.036 (2.766)
Follows Clinton on Twitter	-2.348 (2.374)	-6.256** (2.721)	-4.188 (2.749)
Watches FOX News	2.689 (1.712)	0.362 (1.920)	-5.926*** (1.960)
Watches CNN	0.401 (1.825)	-2.825 (2.073)	1.567 (2.107)
Watches MSNBC	-2.032 (1.772)	4.193** (2.012)	1.048 (2.042)
Watches ABC, CBS, or NBC	-0.539 (1.875)	0.335 (2.126)	0.121 (2.159)
Party ID: Democrat	1.287 (1.679)	-1.864 (1.909)	5.197*** (1.941)
Party ID: Republican	6.294*** (1.951)	-3.371 (2.216)	-2.432 (2.241)
Female	1.765 (1.415)	-0.854 (1.604)	-1.621 (1.631)
Age	-0.004 (0.049)	-0.167*** (0.057)	-0.047 (0.057)
Education: College degree	-0.085 (1.559)	-1.727 (1.764)	4.680*** (1.792)
Education: Post-graduate degree	0.252 (2.248)	6.012** (2.534)	4.981* (2.576)
Income: 30-70k	-0.841 (1.720)	-1.143 (1.959)	-0.035 (1.990)
Income: 70-120k	-0.550 (2.003)	-3.540 (2.275)	-0.334 (2.312)
Income: 120k+	-2.974 (2.538)	-5.126* (2.879)	-0.436 (2.928)
Constant	9.575*** (3.234)	31.567*** (4.008)	44.287*** (4.460)
Observations	969	961	958

Note:

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A14: Self-identified Democrats

	Military force		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.572*** (0.039)		
Placement of Clinton (wave 1)		0.481*** (0.042)	
Placement of Trump (wave 1)			0.301*** (0.050)
log(Tweets re: topic from liberal media)	0.102 (1.065)	-0.221 (1.138)	1.354 (1.289)
log(Tweets re: topic from Moderate media)	-0.552 (1.030)	0.510 (1.100)	1.377 (1.242)
log(Tweets re: topic from conservative media)	0.955 (1.355)	-0.393 (1.432)	-3.822** (1.620)
Follows Trump on Twitter	3.698 (4.195)	6.541 (4.471)	-7.554 (5.138)
Follows Clinton on Twitter	-2.938 (2.772)	-4.365 (2.977)	-3.365 (3.357)
Watches FOX News	1.601 (2.335)	2.462 (2.466)	-4.035 (2.790)
Watches CNN	-0.237 (2.641)	-3.061 (2.817)	2.748 (3.165)
Watches MSNBC	-0.972 (2.503)	3.121 (2.668)	-0.808 (3.002)
Watches ABC, CBS, or NBC	-0.075 (2.973)	-0.923 (3.162)	7.522** (3.565)
Female	3.039 (2.031)	1.279 (2.170)	-1.140 (2.454)
Age	0.028 (0.070)	-0.189** (0.075)	-0.104 (0.084)
Education: College degree	-0.489 (2.253)	-1.897 (2.417)	5.403** (2.704)
Education: Post-graduate degree	0.308 (2.923)	6.360** (3.107)	4.503 (3.500)
Income: 30-70k	1.794 (2.502)	2.397 (2.683)	1.456 (3.029)
Income: 70-120k	-0.579 (2.943)	0.001 (3.146)	4.016 (3.548)
Income: 120k+	-0.077 (3.610)	0.851 (3.851)	1.287 (4.335)
Constant	6.214 (4.510)	29.523*** (5.303)	51.393*** (6.602)
Observations	445	440	436

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A15: Self-identified Republicans

	Military force		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.577*** (0.060)		
Placement of Clinton (wave 1)		0.525*** (0.073)	
Placement of Trump (wave 1)			0.433*** (0.068)
log(Tweets re: topic from liberal media)	0.639 (2.311)	-1.181 (2.884)	0.364 (2.500)
log(Tweets re: topic from Moderate media)	1.149 (2.176)	-1.627 (2.719)	3.326 (2.349)
log(Tweets re: topic from conservative media)	-1.771 (1.535)	3.606* (1.939)	-2.976* (1.667)
Follows Trump on Twitter	0.720 (4.784)	0.260 (6.021)	-1.344 (5.256)
Follows Clinton on Twitter	-4.228 (11.087)	-3.152 (13.761)	-17.998 (12.016)
Watches FOX News	2.920 (4.648)	-8.765 (5.757)	0.103 (5.054)
Watches CNN	-0.655 (4.273)	-0.796 (5.298)	1.319 (4.618)
Watches MSNBC	-5.794 (4.461)	0.626 (5.522)	0.447 (4.818)
Watches ABC, CBS, or NBC	-6.030 (4.164)	6.820 (5.157)	-6.270 (4.522)
Female	-1.457 (3.392)	-2.466 (4.208)	-4.596 (3.671)
Age	-0.073 (0.123)	-0.014 (0.153)	-0.128 (0.133)
Education: College degree	-1.500 (3.727)	1.335 (4.629)	-0.857 (4.038)
Education: Post-graduate degree	-3.145 (6.470)	0.431 (7.995)	2.479 (6.981)
Income: 30-70k	0.272 (4.287)	-3.595 (5.299)	0.124 (4.615)
Income: 70-120k	2.945 (4.799)	-7.523 (5.922)	-2.112 (5.188)
Income: 120k+	-0.968 (5.976)	-15.556** (7.245)	-1.068 (6.354)
Constant	25.833*** (9.074)	27.052** (11.194)	46.037*** (10.478)
Observations	216	215	215

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01



Table A16: All respondents

	Immigration		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.690*** (0.023)		
Placement of Clinton (wave 1)		0.358*** (0.027)	
Placement of Trump (wave 1)			0.310*** (0.028)
log(Tweets re: topic from liberal media)	-1.719*** (0.566)	0.214 (0.510)	-0.137 (0.553)
log(Tweets re: topic from Moderate media)	-0.343 (0.663)	0.098 (0.603)	0.628 (0.649)
log(Tweets re: topic from conservative media)	1.561*** (0.480)	-0.523 (0.430)	-0.545 (0.461)
Follows Trump on Twitter	1.749 (2.345)	-2.231 (2.125)	-1.836 (2.281)
Follows Clinton on Twitter	2.030 (2.296)	-2.082 (2.093)	2.466 (2.239)
Watches FOX News	4.063** (1.706)	-3.030** (1.520)	-2.927* (1.649)
Watches CNN	-1.061 (1.804)	-0.330 (1.631)	-0.110 (1.758)
Watches MSNBC	0.267 (1.747)	2.829* (1.579)	-1.722 (1.702)
Watches ABC, CBS, or NBC	-1.190 (1.853)	-1.524 (1.674)	0.693 (1.806)
Party ID: Democrat	-2.635 (1.690)	1.015 (1.501)	2.508 (1.616)
Party ID: Republican	4.745** (1.921)	-5.246*** (1.728)	-2.451 (1.853)
Female	-1.825 (1.393)	0.437 (1.262)	-0.353 (1.358)
Age	0.064 (0.048)	-0.070 (0.044)	-0.070 (0.047)
Education: College degree	-2.473 (1.534)	-0.017 (1.388)	-0.329 (1.494)
Education: Post-graduate degree	-3.427 (2.217)	3.357* (1.998)	0.802 (2.164)
Income: 30-70k	-0.445 (1.698)	-2.110 (1.543)	-0.135 (1.666)
Income: 70-120k	2.217 (1.975)	-2.684 (1.788)	-0.363 (1.934)
Income: 120k+	1.280 (2.498)	-2.057 (2.265)	2.638 (2.435)
Constant	12.840*** (3.327)	17.852*** (3.006)	64.853*** (3.846)
Observations	966	958	958

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A17: Self-identified Democrats

	Immigration		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.634*** (0.037)		
Placement of Clinton (wave 1)		0.409*** (0.041)	
Placement of Trump (wave 1)			0.255*** (0.044)
log(Tweets re: topic from liberal media)	-2.215*** (0.808)	-0.600 (0.688)	0.549 (0.756)
log(Tweets re: topic from Moderate media)	0.424 (0.980)	1.105 (0.839)	-0.315 (0.916)
log(Tweets re: topic from conservative media)	1.738* (0.913)	-0.240 (0.779)	-0.839 (0.851)
Follows Trump on Twitter	3.488 (4.453)	-3.213 (3.807)	-0.541 (4.170)
Follows Clinton on Twitter	0.770 (2.839)	-0.609 (2.446)	1.685 (2.641)
Watches FOX News	1.693 (2.458)	-2.213 (2.084)	-4.519** (2.285)
Watches CNN	-1.966 (2.753)	-0.513 (2.349)	2.488 (2.564)
Watches MSNBC	3.720 (2.602)	4.031* (2.229)	-3.753 (2.432)
Watches ABC, CBS, or NBC	-3.179 (3.096)	-5.390** (2.650)	2.049 (2.894)
Female	-2.758 (2.120)	-0.277 (1.820)	2.099 (1.980)
Age	0.082 (0.072)	-0.082 (0.062)	-0.041 (0.068)
Education: College degree	-4.288* (2.357)	-3.955* (2.018)	1.942 (2.197)
Education: Post-graduate degree	-4.567 (3.055)	-0.066 (2.589)	0.665 (2.843)
Income: 30-70k	-3.401 (2.617)	-0.532 (2.255)	-0.655 (2.473)
Income: 70-120k	-3.511 (3.088)	-1.534 (2.641)	0.044 (2.909)
Income: 120k+	-0.596 (3.760)	1.707 (3.219)	0.229 (3.515)
Constant	15.505*** (4.769)	20.868*** (4.271)	68.556*** (5.722)
Observations	443	436	436

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A18: Self-identified Republicans

	Immigration		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.677*** (0.053)		
Placement of Clinton (wave 1)		0.308*** (0.050)	
Placement of Trump (wave 1)			0.320*** (0.057)
log(Tweets re: topic from liberal media)	-1.830 (1.499)	-1.151 (1.217)	-2.378 (1.467)
log(Tweets re: topic from Moderate media)	-1.145 (1.676)	1.861 (1.370)	-0.514 (1.642)
log(Tweets re: topic from conservative media)	2.436** (0.954)	-1.042 (0.765)	2.009** (0.912)
Follows Trump on Twitter	-2.338 (4.221)	0.717 (3.412)	-4.182 (4.096)
Follows Clinton on Twitter	4.774 (9.796)	3.775 (7.891)	4.999 (9.550)
Watches FOX News	4.496 (4.177)	-5.121 (3.356)	-1.181 (4.055)
Watches CNN	-2.634 (3.874)	1.042 (3.115)	-3.480 (3.756)
Watches MSNBC	-3.425 (4.055)	-0.676 (3.239)	0.141 (3.891)
Watches ABC, CBS, or NBC	5.625 (3.715)	2.496 (3.007)	3.938 (3.610)
Female	-0.306 (3.034)	-0.168 (2.454)	-4.475 (2.978)
Age	-0.099 (0.110)	-0.159* (0.089)	-0.104 (0.107)
Education: College degree	1.109 (3.338)	1.981 (2.702)	-5.330 (3.245)
Education: Post-graduate degree	-2.132 (5.759)	3.850 (4.662)	-7.311 (5.644)
Income: 30-70k	-0.815 (3.842)	-6.108* (3.108)	4.509 (3.733)
Income: 70-120k	2.694 (4.288)	-6.836* (3.500)	4.758 (4.198)
Income: 120k+	-1.913 (5.197)	-8.272* (4.257)	8.025 (5.080)
Constant	22.695*** (8.544)	20.181*** (6.436)	61.621*** (9.010)
Observations	215	216	216

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A19: All respondents

	Trade		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.538*** (0.027)		
Placement of Clinton (wave 1)		0.335*** (0.030)	
Placement of Trump (wave 1)			0.352*** (0.028)
log(Tweets re: topic from liberal media)	1.525 (0.943)	-0.081 (0.914)	-1.041 (1.184)
log(Tweets re: topic from Moderate media)	-0.337 (0.981)	-0.522 (0.948)	0.359 (1.237)
log(Tweets re: topic from conservative media)	-1.447* (0.809)	1.103 (0.784)	1.391 (1.015)
Follows Trump on Twitter	-0.460 (2.430)	0.979 (2.347)	-0.015 (3.028)
Follows Clinton on Twitter	1.287 (2.464)	-3.891 (2.378)	0.415 (3.083)
Watches FOX News	0.191 (1.747)	0.038 (1.701)	3.274 (2.199)
Watches CNN	0.661 (1.894)	1.872 (1.832)	-6.632*** (2.374)
Watches MSNBC	0.599 (1.837)	2.856 (1.776)	1.387 (2.297)
Watches ABC, CBS, or NBC	0.361 (1.940)	-0.531 (1.882)	0.788 (2.450)
Party ID: Democrat	5.469*** (1.742)	-4.247** (1.692)	-0.150 (2.192)
Party ID: Republican	-2.283 (1.987)	2.414 (1.929)	1.992 (2.488)
Female	-2.661* (1.461)	-4.457*** (1.417)	5.035*** (1.829)
Age	0.015 (0.051)	0.181*** (0.050)	-0.004 (0.064)
Education: College degree	2.121 (1.605)	-2.038 (1.560)	-0.073 (2.013)
Education: Post-graduate degree	4.437* (2.301)	-2.893 (2.253)	-0.213 (2.885)
Income: 30-70k	-0.532 (1.781)	1.332 (1.733)	-1.974 (2.236)
Income: 70-120k	2.382 (2.067)	-1.216 (2.009)	4.093 (2.608)
Income: 120k+	4.344* (2.622)	-0.452 (2.537)	0.178 (3.278)
Constant	18.002*** (3.533)	42.930*** (3.576)	14.660*** (4.311)
Observations	956	944	942

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A20: Self-identified Democrats

	Trade		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.519*** (0.041)		
Placement of Clinton (wave 1)		0.304*** (0.046)	
Placement of Trump (wave 1)			0.395*** (0.041)
log(Tweets re: topic from liberal media)	1.531 (1.223)	0.144 (1.068)	-1.795 (1.641)
log(Tweets re: topic from Moderate media)	-2.148 (1.421)	-0.916 (1.233)	0.138 (1.919)
log(Tweets re: topic from conservative media)	2.147 (1.782)	-0.457 (1.550)	1.056 (2.386)
Follows Trump on Twitter	-5.092 (4.522)	5.468 (3.940)	-2.297 (6.055)
Follows Clinton on Twitter	1.605 (2.912)	-2.002 (2.526)	3.548 (3.887)
Watches FOX News	1.042 (2.445)	-0.649 (2.141)	0.519 (3.308)
Watches CNN	2.247 (2.833)	0.971 (2.470)	-9.802** (3.795)
Watches MSNBC	0.216 (2.694)	2.921 (2.354)	3.203 (3.606)
Watches ABC, CBS, or NBC	1.049 (3.180)	2.131 (2.777)	-0.236 (4.278)
Female	-5.856*** (2.193)	-5.665*** (1.925)	5.581* (2.933)
Age	0.081 (0.075)	0.126* (0.065)	-0.028 (0.100)
Education: College degree	4.683* (2.414)	-2.452 (2.102)	-2.897 (3.239)
Education: Post-graduate degree	5.398* (3.110)	1.984 (2.725)	-0.863 (4.193)
Income: 30-70k	-3.068 (2.674)	0.029 (2.339)	0.267 (3.589)
Income: 70-120k	-1.927 (3.149)	-3.169 (2.750)	3.442 (4.265)
Income: 120k+	-2.656 (3.860)	0.182 (3.346)	0.065 (5.137)
Constant	23.509*** (5.156)	42.886*** (4.966)	17.738*** (6.662)
Observations	436	432	430

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A21: Self-identified Republicans

	Trade		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.492*** (0.058)		
Placement of Clinton (wave 1)		0.336*** (0.063)	
Placement of Trump (wave 1)			0.355*** (0.061)
log(Tweets re: topic from liberal media)	1.605 (2.717)	4.144 (2.949)	-3.966 (3.156)
log(Tweets re: topic from Moderate media)	-1.139 (2.559)	0.449 (2.776)	0.907 (2.946)
log(Tweets re: topic from conservative media)	-2.436* (1.470)	-0.341 (1.625)	0.968 (1.704)
Follows Trump on Twitter	6.194 (4.214)	-2.459 (4.599)	0.685 (4.886)
Follows Clinton on Twitter	20.595* (10.875)	-39.641*** (11.910)	22.173* (13.217)
Watches FOX News	-2.700 (4.313)	8.731* (4.680)	4.476 (4.959)
Watches CNN	0.443 (3.888)	0.305 (4.235)	0.386 (4.520)
Watches MSNBC	-2.124 (4.036)	8.006* (4.424)	-2.513 (4.669)
Watches ABC, CBS, or NBC	4.069 (3.779)	-9.066** (4.058)	4.769 (4.372)
Female	-2.680 (3.085)	-1.910 (3.357)	4.789 (3.547)
Age	-0.156 (0.111)	0.366*** (0.124)	-0.051 (0.128)
Education: College degree	3.812 (3.353)	0.918 (3.690)	2.340 (3.883)
Education: Post-graduate degree	14.848** (5.941)	-14.363** (6.447)	2.808 (6.767)
Income: 30-70k	-7.731** (3.842)	5.997 (4.227)	-4.501 (4.560)
Income: 70-120k	3.566 (4.309)	1.266 (4.720)	3.714 (5.069)
Income: 120k+	6.880 (5.348)	2.221 (5.892)	2.004 (6.274)
Constant	27.994*** (8.479)	29.506*** (8.892)	13.659 (9.505)
Observations	214	212	212

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A22: All respondents

	Taxing the rich		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.650*** (0.038)		
Placement of Clinton (wave 1)		0.594*** (0.044)	
Placement of Trump (wave 1)			0.380*** (0.043)
log(Tweets re: topic from liberal media)	-0.650 (0.968)	-1.078 (1.193)	0.690 (1.206)
log(Tweets re: topic from Moderate media)	-0.207 (1.109)	1.463 (1.370)	-1.320 (1.369)
log(Tweets re: topic from conservative media)	2.423** (0.969)	-1.753 (1.194)	1.869 (1.193)
Follows Trump on Twitter	4.002 (3.437)	-10.357** (4.174)	-7.702* (4.290)
Follows Clinton on Twitter	-5.069 (3.219)	-3.302 (4.001)	8.997** (4.056)
Watches FOX News	5.801** (2.433)	9.449*** (3.077)	-9.305*** (3.071)
Watches CNN	0.525 (2.575)	-8.636*** (3.211)	3.676 (3.229)
Watches MSNBC	-3.270 (2.514)	9.300*** (3.085)	-4.725 (3.082)
Watches ABC, CBS, or NBC	-1.364 (2.602)	-0.908 (3.264)	0.833 (3.225)
Party ID: Democrat	-0.826 (2.411)	-0.181 (3.013)	4.705 (2.987)
Party ID: Republican	2.972 (2.804)	8.045** (3.382)	-11.695*** (3.440)
Female	-0.180 (1.982)	1.893 (2.467)	-3.597 (2.458)
Age	0.004 (0.071)	0.062 (0.089)	-0.024 (0.089)
Education: College degree	-3.239 (2.235)	2.442 (2.750)	3.157 (2.756)
Education: Post-graduate degree	-0.328 (3.330)	5.602 (4.067)	4.242 (4.111)
Income: 30-70k	1.645 (2.541)	-2.088 (3.221)	2.093 (3.157)
Income: 70-120k	4.184 (2.866)	-2.432 (3.638)	2.060 (3.569)
Income: 120k+	7.418** (3.635)	-7.823* (4.560)	7.109 (4.506)
Constant	5.536 (4.649)	3.000 (6.280)	50.339*** (6.622)
Observations	444	428	431

Note:

\*p<0.1; \*\*p<0.05; \*\*\*p<0.01

Table A23: Self-identified Democrats

	Taxing the rich		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.546*** (0.062)		
Placement of Clinton (wave 1)		0.598*** (0.069)	
Placement of Trump (wave 1)			0.359*** (0.054)
log(Tweets re: topic from liberal media)	0.673 (1.258)	-0.376 (1.459)	1.579 (1.412)
log(Tweets re: topic from Moderate media)	-1.084 (1.513)	-0.102 (1.750)	-2.223 (1.696)
log(Tweets re: topic from conservative media)	1.520 (1.766)	2.159 (2.112)	0.992 (1.981)
Follows Trump on Twitter	11.199* (5.917)	-5.300 (6.860)	-12.702* (6.884)
Follows Clinton on Twitter	-7.178** (3.611)	-3.120 (4.198)	7.763* (4.136)
Watches FOX News	3.103 (3.203)	4.527 (3.871)	-6.176* (3.707)
Watches CNN	-1.451 (3.777)	-12.164*** (4.453)	4.053 (4.273)
Watches MSNBC	4.708 (3.532)	9.044** (4.096)	-7.216* (3.952)
Watches ABC, CBS, or NBC	-3.228 (4.020)	4.438 (4.801)	2.282 (4.537)
Female	2.366 (2.787)	3.615 (3.238)	-7.124** (3.105)
Age	-0.017 (0.094)	-0.203* (0.110)	0.101 (0.107)
Education: College degree	-4.168 (3.081)	-1.011 (3.592)	6.008* (3.460)
Education: Post-graduate degree	-2.381 (4.191)	2.875 (4.817)	3.821 (4.701)
Income: 30-70k	0.396 (3.444)	-6.940* (4.098)	2.732 (3.888)
Income: 70-120k	0.020 (3.806)	-7.187 (4.553)	9.661** (4.288)
Income: 120k+	-1.735 (4.864)	-16.734*** (5.633)	9.030* (5.422)
Constant	7.345 (6.029)	20.045** (7.906)	48.233*** (8.082)
Observations	206	194	201

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01



Table A24: Self-identified Republicans

	Taxing the rich		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.658*** (0.081)		
Placement of Clinton (wave 1)		0.557*** (0.099)	
Placement of Trump (wave 1)			0.456*** (0.115)
log(Tweets re: topic from liberal media)	-3.399 (2.819)	-2.818 (3.845)	0.374 (3.719)
log(Tweets re: topic from Moderate media)	2.494 (3.072)	2.198 (4.155)	-2.040 (4.060)
log(Tweets re: topic from conservative media)	1.634 (1.960)	-3.168 (2.662)	0.932 (2.583)
Follows Trump on Twitter	3.308 (6.313)	-14.851* (8.628)	3.257 (8.479)
Follows Clinton on Twitter	-4.388 (13.753)	-0.944 (18.902)	14.968 (18.387)
Watches FOX News	6.498 (6.755)	5.186 (9.425)	-9.840 (8.851)
Watches CNN	-0.219 (5.492)	-4.338 (7.591)	8.983 (7.344)
Watches MSNBC	-10.822* (5.836)	18.666** (8.004)	-14.266* (7.661)
Watches ABC, CBS, or NBC	-4.272 (5.758)	-2.434 (8.110)	-4.760 (7.541)
Female	-2.415 (4.826)	-3.254 (6.669)	1.350 (6.474)
Age	0.092 (0.184)	0.403 (0.254)	-0.055 (0.242)
Education: College degree	-3.478 (5.205)	6.020 (7.234)	0.517 (6.875)
Education: Post-graduate degree	3.430 (8.568)	-1.377 (11.731)	-0.307 (11.285)
Income: 30-70k	4.529 (6.342)	9.124 (9.198)	-2.835 (8.701)
Income: 70-120k	8.651 (7.121)	8.141 (10.236)	-4.330 (9.648)
Income: 120k+	11.084 (8.739)	13.832 (12.456)	2.070 (12.094)
Constant	7.427 (12.480)	-10.055 (18.575)	43.384** (17.832)
Observations	107	105	104

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A25: All respondents

	Progressive taxation		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.526*** (0.043)		
Placement of Clinton (wave 1)		0.345*** (0.048)	
Placement of Trump (wave 1)			0.396*** (0.044)
log(Tweets re: topic from liberal media)	-2.908** (1.191)	1.631 (1.215)	1.106 (1.319)
log(Tweets re: topic from Moderate media)	0.138 (1.324)	-0.114 (1.370)	-0.148 (1.497)
log(Tweets re: topic from conservative media)	3.213*** (1.216)	-2.583** (1.253)	0.797 (1.340)
Follows Trump on Twitter	0.956 (3.871)	-0.210 (4.031)	0.586 (4.340)
Follows Clinton on Twitter	-3.881 (4.109)	-10.685** (4.285)	3.960 (4.570)
Watches FOX News	2.140 (2.786)	0.106 (2.872)	-2.859 (3.115)
Watches CNN	-0.707 (3.050)	-0.351 (3.162)	-0.533 (3.384)
Watches MSNBC	-2.283 (3.017)	2.220 (3.098)	1.056 (3.318)
Watches ABC, CBS, or NBC	-4.536 (3.236)	-1.252 (3.367)	1.733 (3.608)
Party ID: Democrat	-5.059* (2.774)	2.555 (2.860)	-2.085 (3.064)
Party ID: Republican	7.187** (3.312)	3.405 (3.432)	-4.449 (3.634)
Female	-2.145 (2.429)	2.661 (2.530)	-0.261 (2.702)
Age	-0.053 (0.081)	-0.171** (0.085)	0.015 (0.091)
Education: College degree	-0.929 (2.570)	0.064 (2.676)	2.484 (2.883)
Education: Post-graduate degree	-6.599* (3.535)	-0.158 (3.694)	8.356** (3.991)
Income: 30-70k	0.702 (2.809)	-3.884 (2.918)	1.935 (3.112)
Income: 70-120k	-2.276 (3.384)	-6.530* (3.513)	1.639 (3.763)
Income: 120k+	-4.367 (4.094)	-12.828*** (4.266)	5.731 (4.540)
Constant	32.388*** (5.565)	28.806*** (5.965)	40.324*** (6.546)
Observations	477	476	475

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A26: Self-identified Democrats

	Progressive taxation		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.599*** (0.069)		
Placement of Clinton (wave 1)		0.443*** (0.068)	
Placement of Trump (wave 1)			0.416*** (0.070)
log(Tweets re: topic from liberal media)	-1.529 (1.527)	-1.044 (1.418)	1.740 (1.881)
log(Tweets re: topic from Moderate media)	1.343 (1.844)	0.417 (1.745)	0.380 (2.294)
log(Tweets re: topic from conservative media)	-1.708 (2.356)	-0.525 (2.238)	-2.104 (2.921)
Follows Trump on Twitter	0.139 (7.071)	2.530 (6.781)	16.338* (8.787)
Follows Clinton on Twitter	-6.248 (4.904)	-6.342 (4.645)	4.337 (6.066)
Watches FOX News	2.607 (3.714)	-1.693 (3.474)	-1.598 (4.620)
Watches CNN	2.120 (4.242)	-0.378 (4.021)	-0.248 (5.261)
Watches MSNBC	-0.970 (4.113)	3.377 (3.878)	2.344 (5.082)
Watches ABC, CBS, or NBC	-5.854 (5.123)	-1.947 (4.813)	-0.005 (6.302)
Female	-2.176 (3.364)	-2.376 (3.199)	3.701 (4.188)
Age	-0.067 (0.117)	-0.177 (0.111)	0.133 (0.146)
Education: College degree	2.964 (3.752)	-0.191 (3.549)	-1.832 (4.721)
Education: Post-graduate degree	-6.149 (4.564)	-6.246 (4.372)	7.476 (5.762)
Income: 30-70k	-4.296 (4.098)	3.675 (3.921)	5.505 (5.099)
Income: 70-120k	-6.731 (5.079)	0.824 (4.822)	6.622 (6.322)
Income: 120k+	-9.198 (5.808)	-7.619 (5.566)	11.366 (7.222)
Constant	25.391*** (7.571)	29.576*** (7.789)	25.594** (10.447)
Observations	224	222	221

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A27: Self-identified Republicans

	Progressive taxation		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.580*** (0.107)		
Placement of Clinton (wave 1)		0.431*** (0.126)	
Placement of Trump (wave 1)			0.388*** (0.099)
log(Tweets re: topic from liberal media)	-2.780 (4.189)	0.616 (4.708)	-2.587 (4.359)
log(Tweets re: topic from Moderate media)	4.586 (4.219)	-0.047 (4.557)	0.716 (4.670)
log(Tweets re: topic from conservative media)	0.964 (2.924)	1.320 (3.300)	4.693 (2.999)
Follows Trump on Twitter	5.710 (8.739)	-12.995 (9.727)	-8.140 (9.081)
Follows Clinton on Twitter	-15.019 (23.016)	9.572 (26.036)	-26.333 (22.788)
Watches FOX News	3.945 (7.817)	-4.851 (8.707)	-2.163 (7.708)
Watches CNN	-4.617 (8.127)	-9.334 (9.105)	3.514 (8.054)
Watches MSNBC	0.866 (8.560)	12.432 (9.673)	-7.099 (8.458)
Watches ABC, CBS, or NBC	0.444 (7.392)	-11.309 (8.291)	8.807 (7.307)
Female	3.763 (6.557)	9.615 (7.225)	-2.304 (6.429)
Age	-0.402* (0.206)	-0.169 (0.239)	0.159 (0.204)
Education: College degree	-1.414 (6.744)	-5.018 (7.746)	4.794 (6.784)
Education: Post-graduate degree	-4.759 (12.589)	0.146 (14.164)	-6.798 (12.512)
Income: 30-70k	3.323 (7.099)	-13.511* (7.886)	6.017 (7.032)
Income: 70-120k	-6.663 (7.949)	-3.427 (9.176)	4.683 (8.012)
Income: 120k+	2.456 (10.141)	-10.612 (11.604)	11.474 (10.054)
Constant	45.562*** (16.146)	41.937** (18.237)	21.501 (15.997)
Observations	97	97	97

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A28: All respondents

	Muslim ban		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.716*** (0.021)		
Placement of Clinton (wave 1)		0.428*** (0.024)	
Placement of Trump (wave 1)			0.347*** (0.027)
log(Tweets re: topic from liberal media)	-0.100 (0.991)	-0.990 (0.855)	2.715*** (0.874)
log(Tweets re: topic from Moderate media)	-1.270 (1.186)	1.323 (1.035)	-1.465 (1.052)
log(Tweets re: topic from conservative media)	1.897 (1.173)	0.238 (1.018)	-2.021* (1.036)
Follows Trump on Twitter	2.474 (2.188)	-1.755 (1.905)	-0.778 (1.945)
Follows Clinton on Twitter	-2.101 (2.201)	-2.580 (1.925)	-0.748 (1.948)
Watches FOX News	5.500*** (1.593)	-0.307 (1.341)	-1.997 (1.373)
Watches CNN	-1.129 (1.687)	1.053 (1.464)	1.872 (1.497)
Watches MSNBC	-0.950 (1.650)	-1.469 (1.431)	-1.381 (1.459)
Watches ABC, CBS, or NBC	-1.578 (1.728)	2.173 (1.501)	-2.140 (1.532)
Party ID: Democrat	-4.801*** (1.570)	0.920 (1.345)	2.775** (1.376)
Party ID: Republican	4.874*** (1.806)	-2.937* (1.550)	-3.658** (1.577)
Female	-0.580 (1.304)	0.481 (1.135)	0.089 (1.155)
Age	0.041 (0.046)	-0.083** (0.040)	-0.051 (0.040)
Education: College degree	-3.425** (1.436)	-0.764 (1.245)	0.218 (1.271)
Education: Post-graduate degree	-3.145 (2.086)	-2.638 (1.796)	0.677 (1.835)
Income: 30-70k	-0.836 (1.593)	-2.726** (1.383)	1.442 (1.420)
Income: 70-120k	-1.842 (1.854)	-2.960* (1.609)	0.176 (1.644)
Income: 120k+	-6.255*** (2.347)	-4.825** (2.039)	0.720 (2.083)
Constant	12.628*** (2.905)	12.213*** (2.589)	59.883*** (3.431)
Observations	966	966	966

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A29: Self-identified Democrats

	Muslim ban		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.716*** (0.031)		
Placement of Clinton (wave 1)		0.457*** (0.035)	
Placement of Trump (wave 1)			0.339*** (0.042)
log(Tweets re: topic from liberal media)	-1.271 (1.198)	-0.932 (1.081)	2.706** (1.059)
log(Tweets re: topic from Moderate media)	0.187 (1.532)	1.602 (1.398)	-1.508 (1.370)
log(Tweets re: topic from conservative media)	1.705 (2.308)	-1.448 (2.104)	-1.968 (2.063)
Follows Trump on Twitter	4.211 (3.765)	1.861 (3.437)	0.151 (3.385)
Follows Clinton on Twitter	-1.672 (2.395)	-0.665 (2.214)	-3.078 (2.140)
Watches FOX News	4.410** (2.042)	2.453 (1.817)	-2.822 (1.788)
Watches CNN	-0.968 (2.308)	-1.092 (2.120)	1.752 (2.070)
Watches MSNBC	-0.528 (2.204)	-0.759 (2.007)	-1.358 (1.966)
Watches ABC, CBS, or NBC	-4.505* (2.621)	0.778 (2.392)	0.640 (2.342)
Female	-1.498 (1.786)	0.027 (1.631)	-0.116 (1.596)
Age	0.036 (0.062)	-0.063 (0.056)	-0.069 (0.055)
Education: College degree	-5.243*** (1.977)	-2.019 (1.802)	-0.266 (1.765)
Education: Post-graduate degree	-3.351 (2.588)	-5.760** (2.352)	1.446 (2.299)
Income: 30-70k	2.797 (2.208)	0.809 (2.012)	2.098 (1.997)
Income: 70-120k	-0.001 (2.603)	-0.244 (2.370)	0.062 (2.347)
Income: 120k+	-2.473 (3.194)	-0.779 (2.913)	0.875 (2.867)
Constant	9.552** (3.814)	10.720*** (3.603)	62.876*** (4.927)
Observations	441	441	441

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A30: Self-identified Republicans

	Muslim ban		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.706*** (0.043)		
Placement of Clinton (wave 1)		0.434*** (0.047)	
Placement of Trump (wave 1)			0.336*** (0.060)
log(Tweets re: topic from liberal media)	6.511** (2.933)	-1.558 (2.210)	3.402 (2.886)
log(Tweets re: topic from Moderate media)	-3.408 (3.033)	0.593 (2.275)	-2.876 (2.965)
log(Tweets re: topic from conservative media)	-1.121 (2.032)	1.119 (1.519)	-4.517** (1.970)
Follows Trump on Twitter	2.843 (3.824)	-0.319 (2.895)	3.393 (3.758)
Follows Clinton on Twitter	-5.494 (9.613)	-1.270 (7.211)	6.018 (9.380)
Watches FOX News	8.798** (3.811)	-3.535 (2.866)	4.833 (3.723)
Watches CNN	-3.438 (3.552)	1.814 (2.677)	3.432 (3.485)
Watches MSNBC	-4.256 (3.709)	-1.546 (2.796)	-4.107 (3.635)
Watches ABC, CBS, or NBC	-1.033 (3.396)	5.896** (2.564)	-4.851 (3.323)
Female	0.375 (2.793)	-1.286 (2.108)	0.698 (2.734)
Age	0.091 (0.100)	-0.061 (0.074)	0.013 (0.097)
Education: College degree	1.196 (3.053)	0.604 (2.297)	-2.202 (2.988)
Education: Post-graduate degree	2.186 (5.351)	-2.231 (3.973)	-0.678 (5.167)
Income: 30-70k	-1.678 (3.520)	-3.375 (2.724)	6.715* (3.447)
Income: 70-120k	-5.313 (3.933)	-4.618 (3.015)	6.005 (3.852)
Income: 120k+	-10.266** (4.800)	-7.250* (3.703)	4.244 (4.709)
Constant	14.051* (7.191)	8.808 (5.437)	47.642*** (8.538)
Observations	216	216	216

Note:

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A31: All respondents

	Building the wall		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.670*** (0.022)		
Placement of Clinton (wave 1)		0.290*** (0.025)	
Placement of Trump (wave 1)			0.329*** (0.028)
log(Tweets re: topic from liberal media)	-1.125 (0.876)	0.604 (0.679)	0.261 (0.675)
log(Tweets re: topic from Moderate media)	-0.829 (0.958)	0.824 (0.754)	0.081 (0.747)
log(Tweets re: topic from conservative media)	2.555*** (0.829)	-0.436 (0.640)	-0.165 (0.634)
Follows Trump on Twitter	6.136** (2.403)	1.098 (1.884)	1.006 (1.867)
Follows Clinton on Twitter	-0.607 (2.392)	-5.973*** (1.879)	1.402 (1.858)
Watches FOX News	2.386 (1.749)	0.303 (1.337)	-1.482 (1.329)
Watches CNN	-0.655 (1.833)	1.254 (1.435)	-1.298 (1.425)
Watches MSNBC	-1.456 (1.775)	-0.250 (1.389)	0.153 (1.379)
Watches ABC, CBS, or NBC	-0.731 (1.884)	1.652 (1.476)	-2.525* (1.465)
Party ID: Democrat	-9.463*** (1.703)	-0.586 (1.316)	1.442 (1.305)
Party ID: Republican	7.078*** (1.956)	-2.813* (1.516)	-0.819 (1.502)
Female	0.459 (1.415)	1.644 (1.110)	0.695 (1.100)
Age	0.086* (0.050)	-0.150*** (0.039)	-0.029 (0.038)
Education: College degree	-4.178*** (1.562)	-1.309 (1.220)	-0.188 (1.210)
Education: Post-graduate degree	-2.745 (2.267)	-0.015 (1.759)	-1.348 (1.744)
Income: 30-70k	-3.208* (1.723)	-3.224** (1.355)	1.619 (1.351)
Income: 70-120k	-2.178 (2.011)	-2.976* (1.580)	0.571 (1.566)
Income: 120k+	-2.584 (2.538)	-3.056 (1.998)	3.070 (1.982)
Constant	13.168*** (3.205)	14.465*** (2.549)	64.538*** (3.362)
Observations	967	965	966

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01



Table A32: Self-identified Democrats

	Building the wall		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.568*** (0.035)		
Placement of Clinton (wave 1)		0.268*** (0.037)	
Placement of Trump (wave 1)			0.369*** (0.039)
log(Tweets re: topic from liberal media)	-0.881 (1.053)	0.591 (0.865)	-0.251 (0.813)
log(Tweets re: topic from Moderate media)	0.285 (1.163)	0.200 (0.962)	0.814 (0.904)
log(Tweets re: topic from conservative media)	1.908 (1.512)	0.168 (1.249)	-0.332 (1.172)
Follows Trump on Twitter	10.719*** (3.954)	8.352** (3.264)	-1.635 (3.068)
Follows Clinton on Twitter	-1.804 (2.585)	-5.730*** (2.143)	1.544 (1.999)
Watches FOX News	1.081 (2.215)	3.408* (1.800)	-1.543 (1.689)
Watches CNN	-0.414 (2.440)	-0.136 (2.025)	0.083 (1.897)
Watches MSNBC	-1.081 (2.298)	1.468 (1.901)	-0.775 (1.784)
Watches ABC, CBS, or NBC	-3.011 (2.751)	-0.980 (2.278)	-0.451 (2.138)
Female	-0.752 (1.886)	1.841 (1.558)	-1.225 (1.459)
Age	0.067 (0.065)	-0.160*** (0.053)	-0.013 (0.050)
Education: College degree	-5.157** (2.088)	-4.144** (1.726)	0.628 (1.616)
Education: Post-graduate degree	-4.429 (2.714)	-2.858 (2.234)	-0.688 (2.094)
Income: 30-70k	-2.633 (2.324)	-3.290* (1.919)	0.695 (1.819)
Income: 70-120k	-4.277 (2.746)	-4.588** (2.265)	1.125 (2.122)
Income: 120k+	-1.154 (3.360)	-2.337 (2.767)	1.872 (2.598)
Constant	8.653** (4.077)	17.130*** (3.442)	60.696*** (4.591)
Observations	443	441	442

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A33: Self-identified Republicans

	Building the wall		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.699*** (0.047)		
Placement of Clinton (wave 1)		0.186*** (0.052)	
Placement of Trump (wave 1)			0.416*** (0.067)
log(Tweets re: topic from liberal media)	-1.969 (2.717)	-0.993 (1.903)	-1.189 (2.276)
log(Tweets re: topic from Moderate media)	-1.519 (2.614)	3.585* (1.840)	0.142 (2.187)
log(Tweets re: topic from conservative media)	3.215** (1.595)	-1.250 (1.101)	-0.045 (1.284)
Follows Trump on Twitter	0.775 (4.586)	0.025 (3.224)	2.370 (3.772)
Follows Clinton on Twitter	-10.477 (11.225)	-0.922 (7.857)	-6.500 (9.213)
Watches FOX News	9.445** (4.517)	-4.817 (3.142)	-0.597 (3.677)
Watches CNN	-6.438 (4.196)	0.267 (2.937)	-0.591 (3.444)
Watches MSNBC	6.296 (4.373)	-1.800 (3.052)	0.750 (3.558)
Watches ABC, CBS, or NBC	-1.498 (3.981)	3.926 (2.786)	-5.783* (3.267)
Female	7.042** (3.277)	1.530 (2.282)	2.576 (2.681)
Age	0.094 (0.118)	-0.130 (0.082)	0.0001 (0.097)
Education: College degree	-3.510 (3.597)	-0.014 (2.507)	-3.257 (2.936)
Education: Post-graduate degree	5.071 (6.401)	-0.102 (4.393)	-4.480 (5.130)
Income: 30-70k	2.534 (4.105)	-6.797** (2.928)	8.467** (3.372)
Income: 70-120k	6.187 (4.606)	-5.313 (3.245)	1.869 (3.800)
Income: 120k+	-1.543 (5.602)	-6.257 (4.023)	3.730 (4.614)
Constant	6.030 (8.752)	17.933*** (5.914)	53.349*** (9.143)
Observations	215	215	215

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A34: All respondents

	Tariffs		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.499*** (0.027)		
Placement of Clinton (wave 1)		0.334*** (0.031)	
Placement of Trump (wave 1)			0.293*** (0.029)
log(Tweets re: topic from liberal media)	1.751 (1.504)	1.626 (1.474)	-1.282 (1.665)
log(Tweets re: topic from Moderate media)	-0.520 (1.297)	0.503 (1.272)	-0.706 (1.435)
log(Tweets re: topic from conservative media)	0.830 (1.514)	-2.999** (1.484)	2.898* (1.671)
Follows Trump on Twitter	-3.730 (2.611)	6.586** (2.595)	-0.789 (2.910)
Follows Clinton on Twitter	0.894 (2.682)	-1.740 (2.636)	1.724 (2.996)
Watches FOX News	-2.832 (1.888)	4.730** (1.856)	-0.531 (2.097)
Watches CNN	1.538 (2.065)	-0.789 (2.034)	-2.636 (2.296)
Watches MSNBC	1.118 (2.008)	0.303 (1.979)	-0.499 (2.229)
Watches ABC, CBS, or NBC	-0.499 (2.126)	-2.404 (2.087)	0.041 (2.356)
Party ID: Democrat	3.641* (1.930)	-3.697* (1.889)	3.691* (2.129)
Party ID: Republican	-3.376 (2.191)	4.324** (2.152)	-1.235 (2.424)
Female	-0.822 (1.604)	-1.716 (1.589)	3.922** (1.783)
Age	-0.166*** (0.056)	0.075 (0.055)	-0.095 (0.062)
Education: College degree	4.034** (1.776)	0.574 (1.745)	-1.434 (1.971)
Education: Post-graduate degree	6.162** (2.555)	4.171* (2.509)	-5.880** (2.844)
Income: 30-70k	-1.085 (1.966)	1.099 (1.933)	-4.821** (2.178)
Income: 70-120k	-0.704 (2.290)	0.902 (2.255)	-2.223 (2.543)
Income: 120k+	-1.361 (2.897)	1.411 (2.841)	-7.142** (3.203)
Constant	27.588*** (3.893)	40.650*** (3.917)	24.621*** (4.140)
Observations	952	944	944

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A35: Self-identified Democrats

	Tariffs		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.484*** (0.040)		
Placement of Clinton (wave 1)		0.338*** (0.046)	
Placement of Trump (wave 1)			0.287*** (0.047)
log(Tweets re: topic from liberal media)	1.405 (2.039)	1.967 (1.866)	-3.702 (2.484)
log(Tweets re: topic from Moderate media)	-0.642 (1.903)	0.447 (1.745)	0.881 (2.321)
log(Tweets re: topic from conservative media)	0.419 (3.135)	-1.452 (2.874)	3.205 (3.830)
Follows Trump on Twitter	-4.237 (5.178)	5.183 (4.834)	-0.742 (6.420)
Follows Clinton on Twitter	1.840 (3.232)	-2.578 (2.963)	3.437 (3.966)
Watches FOX News	-2.042 (2.763)	2.584 (2.545)	0.363 (3.405)
Watches CNN	3.085 (3.208)	3.199 (2.948)	-4.409 (3.931)
Watches MSNBC	-2.258 (3.041)	0.647 (2.800)	-4.372 (3.728)
Watches ABC, CBS, or NBC	-0.550 (3.650)	-4.000 (3.344)	1.121 (4.444)
Female	-0.827 (2.503)	-0.236 (2.327)	4.951 (3.064)
Age	-0.087 (0.086)	-0.057 (0.079)	-0.078 (0.105)
Education: College degree	5.876** (2.775)	2.317 (2.540)	-1.374 (3.388)
Education: Post-graduate degree	7.622** (3.606)	5.665* (3.313)	-9.555** (4.436)
Income: 30-70k	1.961 (3.098)	-1.941 (2.831)	-2.660 (3.780)
Income: 70-120k	3.680 (3.649)	-0.171 (3.345)	-1.407 (4.459)
Income: 120k+	-0.605 (4.480)	-0.529 (4.087)	-1.529 (5.446)
Constant	25.868*** (5.877)	42.278*** (5.667)	28.554*** (6.803)
Observations	438	433	430

*Note:*

\*p&lt;0.1; \*\*p&lt;0.05; \*\*\*p&lt;0.01

Table A36: Self-identified Republicans

	Tariffs		
	Self (1)	Clinton (2)	Trump (3)
Placement of oneself (wave 1)	0.570*** (0.053)		
Placement of Clinton (wave 1)		0.312*** (0.060)	
Placement of Trump (wave 1)			0.432*** (0.056)
log(Tweets re: topic from liberal media)	3.478 (4.070)	4.368 (4.522)	-2.962 (3.801)
log(Tweets re: topic from Moderate media)	-1.744 (2.964)	0.481 (3.253)	-0.387 (2.730)
log(Tweets re: topic from conservative media)	2.680 (2.469)	-4.951* (2.746)	3.951* (2.306)
Follows Trump on Twitter	0.386 (4.250)	3.120 (4.730)	0.329 (3.986)
Follows Clinton on Twitter	0.200 (11.336)	-7.940 (12.582)	6.649 (10.542)
Watches FOX News	-4.551 (4.272)	7.383 (4.704)	-2.733 (3.916)
Watches CNN	2.193 (3.907)	-5.734 (4.367)	-4.533 (3.654)
Watches MSNBC	-3.523 (4.126)	8.123* (4.585)	2.401 (3.822)
Watches ABC, CBS, or NBC	4.746 (3.770)	-6.659 (4.206)	3.837 (3.523)
Female	-0.772 (3.074)	0.265 (3.427)	1.606 (2.869)
Age	-0.314*** (0.109)	0.180 (0.123)	-0.122 (0.102)
Education: College degree	5.070 (3.370)	0.426 (3.772)	0.044 (3.151)
Education: Post-graduate degree	3.096 (5.919)	1.265 (6.599)	-0.301 (5.455)
Income: 30-70k	-6.563* (3.889)	3.302 (4.379)	-8.585** (3.623)
Income: 70-120k	-6.505 (4.355)	2.295 (4.897)	-5.270 (4.075)
Income: 120k+	-8.423 (5.267)	12.831** (5.929)	-13.866*** (4.925)
Constant	30.669*** (8.475)	39.726*** (8.905)	23.042*** (7.590)
Observations	213	212	213

Note:

\*p<0.1; \*\*p<0.05; \*\*\*p<0.01