

Table 1: OLS Regression on Trade Topic Salience

	Dependent Variable: Frequency of Trade-related Words	
	Rustbelt	Non-rust
	(1)	(2)
republican president	-7.07*** (2.16)	6.68*** (1.24)
swing state	4.47* (2.46)	-0.17 (1.37)
unemployment (lagged)	1.27 (0.93)	0.07 (0.42)
challenger party	1.81 (3.10)	9.94*** (1.26)
partisan unity with governor	2.11 (3.02)	2.86** (1.24)
primary	2.04 (2.25)	-9.63*** (1.26)
year2012	-0.79 (3.81)	-4.33* (2.36)
year2016	7.21** (3.07)	22.13*** (1.57)
Constant	1.86 (5.22)	-1.15 (2.26)
Observations	354	497
R ²	0.06	0.46
Adjusted R ²	0.03	0.45
Residual Std. Error	19.54 (df = 345)	13.54 (df = 488)
F Statistic	2.55** (df = 8; 345)	51.33*** (df = 8; 488)
Note:		*p<0.1; **p<0.05; ***p<0.01