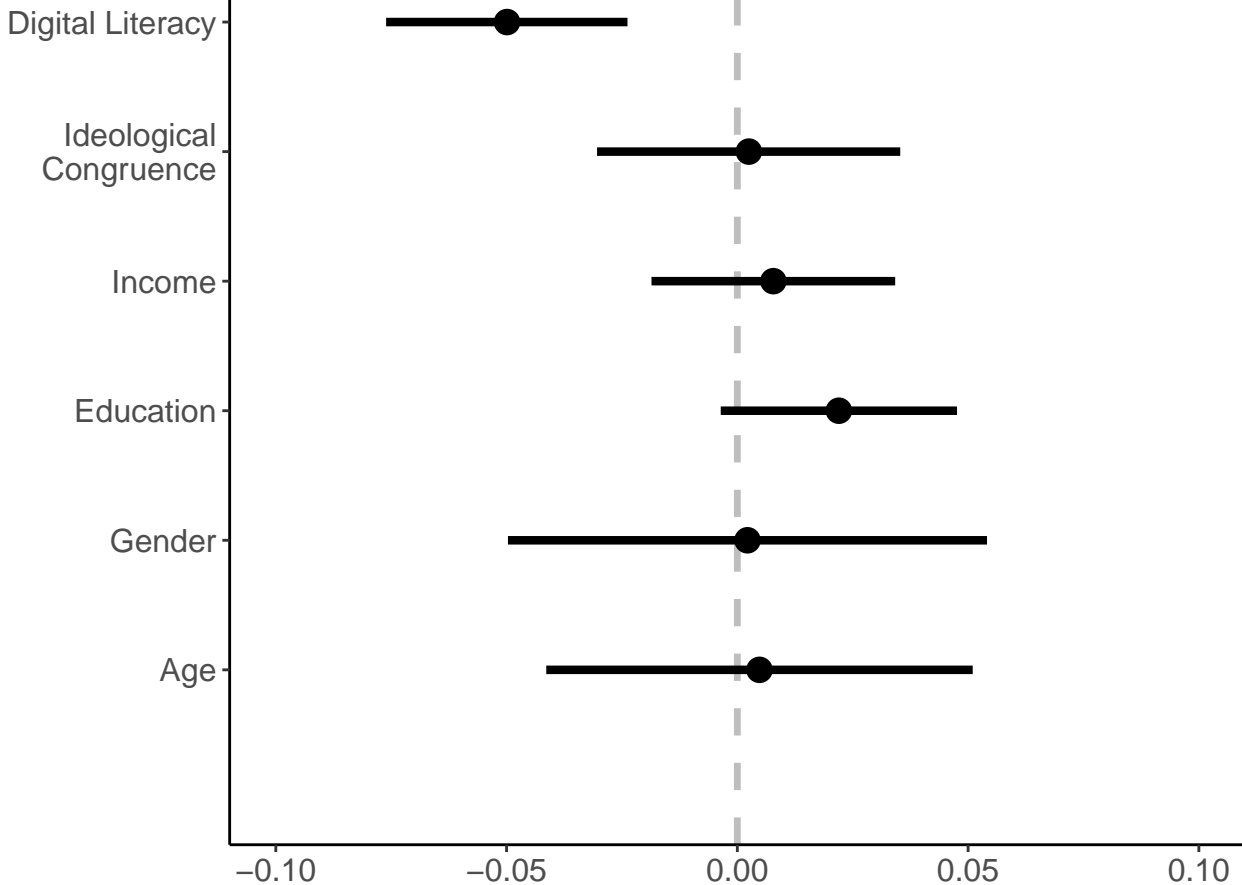


Demographic Covariates



**The Effect of a 1 SD Increase of Indep. Var.
on Probability of Using Headline/Link as Search Term**