

**Demographic Covariates**

Digital Literacy

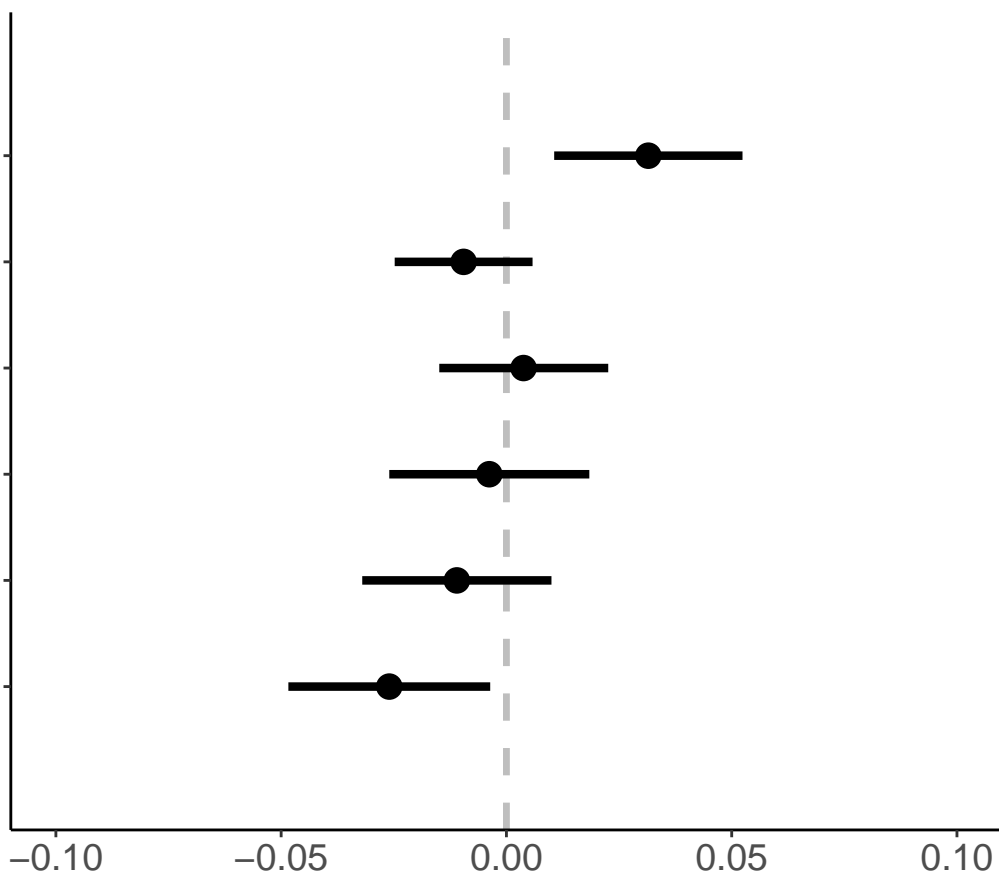
Ideological  
Congruence

Income

Education

Gender

Age



**The Effect of a 1 Standard Deviation Increase of Ind.  
Variable on Probability of Searching Online  
without Encouragement**