

Awakened: The Potential for Mobilization to Reshape Interest in Politics

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Descriptive Statistics

Individual Political Interest & Knowledge (CCES Panel)

Table 1: CCES Interest & Knowledge Measures

	Mean	SD	Min	1Q	Med.	3Q	Max	N
Political Interest 2010	2.67	0.66	0	3	3	3	3	9457
Political Interest 2014	2.64	0.69	0	2	3	3	3	9463
Change in Interest	-0.03	0.5	-3	0	0	0	3	9430
Political Knowledge 2010	0.87	0.24	0	0.83	1	1	1	9276
Political Knowledge 2014	0.87	0.24	0	0.83	1	1	1	9276
Change in Knowledge	0.01	0.18	-1	0	0	0	1	9089

Individual Demographic Controls (CCES Panel)

Table 2: Ordered Demographic Controls

	Mean	SD	Min	1Q	Med.	3Q	Max	N
Income 2010	8.66	3.36	1	6	9	11	14	8469
Education 2010	3.9	1.44	1	3	4	5	6	9500
Female	0.45	0.5	0	0	0	1	1	9500
Party ID 2010 (D to R)	3.84	2.27	1	1	4	6	7	9404
Age 2010	55.74	11.61	18	49	57	63	91	9500
Hispanic 2010	0.02	0.14	0	0	0	0	1	8498
Born Again Christian 2010	0.26	0.44	0	0	0	1	1	9498

Table 3: Race 2010 (N = 9500)

	N	Percent
White	7975	83.9%
Black	582	6.1%
Hispanic	424	4.5%
Asian	101	1.1%
Native American	63	0.7%
Mixed	115	1.2%
Other	232	2.4%
Middle Eastern	8	0.1%

Table 4: Marital Status 2010 (N = 9499)

	N	Percent
Married	6207	65.3%
Separated	134	1.4%
Divorced	1096	11.5%
Widowed	380	4%
Single	1277	13.4%
Domestic partnership	405	4.3%

Table 5: Immigrant Status 2010 (N = 9480)

	N	Percent
Immigrant Citizen	347	3.7%
Immigrant non-citizen	37	0.4%
First generation	769	8.1%
Second generation	2799	29.5%
Third generation	5528	58.3%

Table 6: Union Status 2010 (N = 9486)

	N	Percent
Current Union Member	811	8.5%
Former Union Member	2604	27.5%
Never a Union Member	6071	64%

Individual Treatment Indicators 2012 (Enos & Fowler, Darr & Levendusky)

Table 7: Treatment Variables

	Mean	SD	Min	1Q	Med.	3Q	Max	N
Binary Battleground	0.25	0.43	0	0	0	0	1	9500
Obama Tiers	0.27	0.36	0	0	0	0.67	1	9500
Romney Effort	0.18	0.27	0	0	0	0.29	1	9500
# County Field Offices	2.19	3.94	0	0	1	2	27	9483
Field Offices Per 100K	0.42	0.75	0	0	0.04	0.69	8.8	9483

County Level Indicators 2012 (US Census)

	Mean	SD	Min	1Q	Med.	3Q	Max	N
FOs Per 100K	0.45	1.09	0	0	0	0.18	8.8	1631
Med. Inc. 2009	46116	11812	22255	38562	43830	50610	114200	1492
% Poverty 2009	14.9	5.4	3.2	11.2	14.5	17.8	45.3	1492
Log Pop 2010	11.14	1.29	7.13	10.26	10.99	11.92	19.55	1492
Log VAP 2010	10.87	1.29	6.89	10	10.71	11.66	19.27	1492
% Vote Dem 2008	44.4	13.05	12.5	35.1	44	53.1	92.5	1492
Turnout 2008	0.58	0.08	0.26	0.53	0.58	0.64	0.83	1492
% Unemploy. 2010	0.06	0.01	0.02	0.05	0.06	0.07	0.11	1492
Per. White 2010	79.8	17.29	7.8	71.27	85.8	93.1	98.5	1492
Per Black 2010	8.65	12.52	0.1	0.8	3.2	11.25	79.1	1492
Per Hisp. 2010	7.47	10.26	0.4	1.8	3.8	8.4	90.6	1492

Individual Treatment & Controls (ANES 2016)

	Mean	SD	Min	1Q	Med.	3Q	Max	N
Battleground 2012 (E&F)	0.22	0.41	0	0	0	0	1	4271
Battleground 2016 (Politico)	0.29	0.46	0	0	0	1	1	4271
Battleground 2016 (Subj.)	0.5	0.5	0	0	1	1	1	4234
Income	15.39	8.08	1	9	16	22	28	4069
Education	11.17	2.32	1	9	11	13	16	4227
Female	0.53	0.5	0	0	1	1	1	4219
Party ID (D-R)	3.86	2.15	1	2	4	6	7	4248
Age	7.44	3.42	1	4	8	10	13	4150
Born Again Christian	0.32	0.47	0	0	0	1	1	4271
Hispanic	0.11	0.31	0	0	0	0	1	4257
Unions	1.86	0.34	1	2	2	2	2	4244

Table 10: ANES Race 2016 (N = 4238)

	N	Percent
White	3038	71.7%
Black	398	9.4%
Asian	148	3.5%
Native American	27	0.6%
Hispanic	450	10.6%
Other	177	4.2%

Table 11: ANES Marital Status 2016 (N = 4244)

	N	Percent
Married, Spouse Present	2085	49.1%
Married, Spouse Absent	58	1.4%
Widowed	302	7.1%
Divorced	663	15.6%
Seperated	98	2.3%
Never Married	1038	24.5%

Political Interest (ANES 2016)

Table 12: Variables Used to Construct “General Interest in Politics” Measure (N = 3628)

	Mean	SD	Min	1Q	Med.	3Q	Max
Attention to Politics	2.5	1.09	1	2	2	3	5
Attention to Campaigns	1.59	0.69	1	1	1	2	3
Interest in Politics	2.14	0.86	1	2	2	3	4
Understand Politics	2.37	0.99	1	2	2	3	5
Care about Election	1.79	1.09	1	1	1	2	5
Discuss Politics	1.18	0.39	1	1	1	1	2
Amount Discuss	3.27	2.64	0	1	3	6	7
General Interest PCA 1	0.67	0.21	0	0.52	0.7	0.84	1

Table 13: Variables Used to Construct “News Media Consumption” Measure (N = 3061)

	Mean	SD	Min	1Q	Med.	3Q	Max
Days News per Week	5.67	1.8	1	5	7	7	7
Attention to News	2.46	1.04	1	2	3	3	5
Follow Political News	2.15	0.78	1	2	2	3	4
Source: TV News	0.86	0.35	0	1	1	1	1
Source: Newspapers	0.52	0.5	0	0	1	1	1
Source: TV Talk Show	0.66	0.47	0	0	1	1	1
Source: Blogs	0.7	0.46	0	0	1	1	1
Source: Radio	0.59	0.49	0	0	1	1	1
Source: None	0.01	0.07	0	0	0	0	1
TV Campaign News	3	0.92	1	2	3	4	4
Radio Campaign News	2.29	1.13	1	1	2	3	4
Internet Campaign News	3.26	0.74	2	3	3	4	4
Print Campaign News	2.23	1.13	1	1	2	3	4
Heard about Story	1.05	0.23	1	1	1	1	2
Visit Campaign Sites	1.75	0.43	1	2	2	2	2
News PCA 1	0.59	0.2	0	0.45	0.59	0.73	1

Table 14: Combined General Interest and News PCA 1

	Mean	SD	Min	1Q	Med.	3Q	Max	N
Combined PCA 1	0.63	0.19	0	0.5	0.64	0.77	1	3052

Main Battleground Analysis

Table 15: Primary Analysis

	Change in Interest			
	(1)	(2)	(3)	(4)
Battleground 2012	0.065** (0.029)	0.058** (0.028)	0.148 (0.131)	0.074** (0.033)
Interest 2010		-0.306*** (0.022)	-0.297*** (0.026)	
Income	0.005 (0.006)	0.015*** (0.006)	0.015*** (0.006)	0.005 (0.007)
Education	-0.020 (0.015)	0.004 (0.013)	0.004 (0.013)	-0.021 (0.015)
Female	-0.073* (0.041)	-0.194*** (0.033)	-0.196*** (0.032)	-0.072* (0.042)
Party ID	-0.009 (0.010)	-0.005 (0.009)	-0.005 (0.009)	-0.008 (0.010)
Age	-0.002 (0.002)	0.002 (0.002)	0.002 (0.002)	-0.002 (0.002)
Black	-0.122* (0.069)	-0.167** (0.068)	-0.165** (0.068)	-0.127* (0.071)
Asian	0.127 (0.167)	-0.002 (0.137)	-0.001 (0.137)	0.123 (0.163)
Native American	-0.047 (0.051)	-0.033 (0.062)	-0.034 (0.063)	-0.048 (0.050)
Mixed	-0.373** (0.173)	-0.434*** (0.167)	-0.440*** (0.169)	-0.375** (0.172)
Other	-0.033 (0.186)	-0.059 (0.144)	-0.056 (0.146)	-0.031 (0.189)
Middle Eastern	-0.055 (0.137)	0.072 (0.120)	0.066 (0.119)	-0.051 (0.134)
Hispanic	0.161 (0.149)	0.137 (0.120)	0.138 (0.119)	0.160 (0.148)
Born Again Christian	0.076* (0.041)	0.102** (0.041)	0.101** (0.041)	0.075* (0.041)
Separated	0.169* (0.094)	0.070 (0.086)	0.067 (0.087)	0.170* (0.093)
Divorced	0.047 (0.060)	0.003 (0.046)	0.003 (0.046)	0.045 (0.059)
Widowed	-0.004 (0.074)	0.060 (0.078)	0.061 (0.078)	-0.004 (0.074)
Single	0.004 (0.062)	0.045 (0.059)	0.043 (0.059)	0.005 (0.063)
Domestic Partnership	0.183* (0.100)	0.117 (0.083)	0.112 (0.083)	0.184* (0.100)
Immigrant Non-Citizen	-0.405** (0.187)	-0.304** (0.141)	-0.305** (0.143)	-0.405** (0.185)
First Gen.	-0.211 (0.156)	-0.092 (0.110)	-0.094 (0.111)	-0.212 (0.156)
Second Gen.	-0.285** (0.120)	-0.179* (0.102)	-0.181* (0.102)	-0.290** (0.120)
Third Gen	-0.233* (0.131)	-0.139 (0.103)	-0.143 (0.104)	-0.241* (0.131)
Former Union Member	0.075 (0.069)	0.079 (0.065)	0.081 (0.065)	0.077 (0.069)
Non-Union Member	0.132* (0.074)	0.095 (0.066)	0.096 (0.066)	0.132* (0.074)
Battleground:Interest 2010			-0.037 (0.046)	
Dem Vote Sahre 08				-0.021** (0.010)
Dem Share Squared				0.0002** (0.0001)
2008 Turnout				0.111 (0.283)
Constant	0.247 (0.199)	0.623*** (0.158)	0.605*** (0.164)	0.735* (0.392)
DF	7385	7384	7383	

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Control Exclusion

Table 16: Test of Influence of Control Exclusion on Main Effect (Errors Clustered at State Level)

Control Excluded	Battleground 2012 Coef.	P on Battleground Coef.
None	0.0647	0.0267
Income	0.0654	0.0182
Education	0.0633	0.0301
Gender	0.0627	0.0389
Party ID	0.0573	0.0606
Age	0.0643	0.0284
Hispanic	0.0542	0.0563
Race	0.0629	0.0266
Born Again Christian	0.0615	0.0422
Marital Status	0.0693	0.0186
Immigration Status	0.0642	0.0261
Union Membership	0.064	0.0326

2010 Placebo and Interest v Education

Table 17: 2010 Placebo and Interest v Education

	<i>Dependent variable:</i>		
	2010 Interest (1)	2014 Interest (2)	2014 Interest (3)
Battleground 2012	0.0005 (0.043)	0.085** (0.038)	
Education 2010			0.089*** (0.017)
Constant	2.364*** (0.027)	2.313*** (0.027)	2.033*** (0.068)
DF	9455	9461	9461

Note:

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

All standard errors are clustered at the state level
Weights are included, making the sample nationally representative

Alternative Treatment Specifications

Table 18: Alternative Treatment Specifications

	Change in Interest		
	(1)	(2)	(3)
Binary Battleground	0.065** (0.029)		
Obama Tiers		0.081** (0.036)	
Romney Effort			0.049 (0.048)
Income	0.005 (0.006)	0.005 (0.006)	0.003 (0.006)
Education	−0.020 (0.015)	−0.020 (0.015)	−0.019 (0.015)
Female	−0.073* (0.041)	−0.074* (0.041)	−0.061 (0.041)
Party ID	−0.009 (0.010)	−0.009 (0.010)	
Age	−0.002 (0.002)	−0.002 (0.002)	−0.002 (0.002)
Black	0.161 (0.149)	0.166 (0.149)	0.156 (0.146)
Asian	−0.122* (0.069)	−0.122* (0.069)	−0.111* (0.062)
Native American	0.127 (0.167)	0.131 (0.166)	0.054 (0.163)
Mixed	−0.047 (0.051)	−0.051 (0.052)	−0.042 (0.050)
Other	−0.373** (0.173)	−0.372** (0.173)	−0.375** (0.175)
Middle Eastern	−0.033 (0.186)	−0.032 (0.186)	−0.038 (0.182)
Hispanic	−0.055 (0.137)	−0.057 (0.131)	−0.067 (0.140)
Born Again Christian	0.076* (0.041)	0.076* (0.041)	0.049 (0.042)
Separated	0.169* (0.094)	0.167* (0.095)	0.165* (0.093)
Divorced	0.047 (0.060)	0.048 (0.060)	0.040 (0.059)
Widowed	−0.004 (0.074)	−0.003 (0.074)	−0.013 (0.075)
Single	0.004 (0.062)	0.005 (0.062)	0.007 (0.058)
Domestic Partnership	0.183* (0.100)	0.184* (0.100)	0.184* (0.097)
Immigrant Non-Citizen	−0.405** (0.187)	−0.402** (0.187)	−0.522** (0.204)
First Gen.	−0.211 (0.156)	−0.207 (0.156)	−0.247 (0.157)
Second Gen.	−0.285** (0.120)	−0.284** (0.120)	−0.327*** (0.122)
Third Gen	−0.233* (0.131)	−0.231* (0.130)	−0.268** (0.133)
Former Union Member	0.075 (0.069)	0.076 (0.069)	0.067 (0.070)
Non-Union Member	0.132* (0.074)	0.134* (0.074)	0.130* (0.073)
Constant	0.247 (0.199)	0.231 (0.198)	0.290 (0.191)
DF	7385	7384	7449

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Field Office Analysis

Table 19: Field Offices

	Change in Interest			
	(1)	(2)	(3)	(4)
Field Offices	0.056*** (0.021)	0.056** (0.027)	0.062** (0.028)	0.070** (0.032)
Battleground 2012		−0.001 (0.058)		0.001 (0.062)
Income	0.005 (0.008)	0.005 (0.008)	−0.004 (0.009)	0.006 (0.007)
Education	−0.020 (0.016)	−0.020 (0.016)	−0.029 (0.025)	−0.017 (0.014)
Female	−0.073* (0.042)	−0.073* (0.042)	0.002 (0.067)	−0.068* (0.041)
Party ID	−0.008 (0.009)	−0.008 (0.009)	0.009 (0.013)	−0.010 (0.008)
Age	−0.002 (0.002)	−0.002 (0.002)	−0.001 (0.003)	−0.003* (0.002)
Black	−0.166 (0.154)	−0.166 (0.154)	−0.502*** (0.164)	−0.212 (0.134)
Asian	−0.116 (0.071)	−0.116 (0.071)	−0.037 (0.095)	−0.074 (0.069)
Native American	0.138 (0.176)	0.138 (0.176)	0.023 (0.133)	−0.051 (0.133)
Mixed	−0.043 (0.059)	−0.042 (0.059)	0.015 (0.066)	−0.010 (0.055)
Other	−0.378** (0.182)	−0.378** (0.182)	−0.172 (0.110)	−0.268 (0.165)
Middle Eastern	−0.030 (0.145)	−0.030 (0.145)	0.083 (0.083)	−0.320** (0.126)
Hispanic	−0.050 (0.156)	−0.050 (0.156)	0.466 (0.430)	0.220*** (0.085)
Born Again Christian	0.076* (0.040)	0.076* (0.041)	0.082 (0.074)	0.089** (0.042)
Separated	0.170* (0.093)	0.171* (0.093)	−0.043 (0.108)	0.141 (0.102)
Divorced	0.046 (0.062)	0.046 (0.062)	−0.077 (0.081)	0.051 (0.059)
Widowed	−0.011 (0.078)	−0.011 (0.078)	−0.129 (0.138)	−0.006 (0.087)
Single	−0.003 (0.065)	−0.003 (0.065)	−0.002 (0.110)	−0.019 (0.067)
Domestic Partnership	0.184* (0.101)	0.184* (0.102)	0.295* (0.160)	0.178 (0.113)
Immigrant Non-Citizen	−0.409** (0.182)	−0.409** (0.182)	0.185 (0.141)	−0.334* (0.175)
First Gen.	−0.213 (0.140)	−0.213 (0.140)	0.090 (0.105)	−0.217* (0.127)
Second Gen.	−0.286** (0.118)	−0.286** (0.118)	0.006 (0.107)	−0.208* (0.119)
Third Gen	−0.233** (0.116)	−0.233** (0.116)	0.085 (0.103)	−0.188 (0.121)
Former Union Member	0.076 (0.081)	0.076 (0.081)	−0.151 (0.112)	0.052 (0.081)
Non-Union Member	0.135* (0.075)	0.135* (0.075)	0.020 (0.106)	0.111 (0.079)
Median Income 2009				0.001 (0.003)
Poverty 2009				0.0004 (0.007)
Log Pop 2010				−0.052 (0.604)
Log VAP 2010				0.066 (0.601)
Turnout 2008				−0.105 (0.342)
Unemploy Rate 2010				−0.123 (1.928)
Constant	0.563 (0.359)	0.563 (0.360)	0.992** (0.415)	0.803 (0.534)
DF	7369	7368	1815	6096
Individual Controls 2010	Yes	Yes	Yes	Yes
County Controls	No	No	No	Yes
Sample	Full	Full	Battleground Only	Full

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Robustness Checks

Epiphenomenal Interest

Table 20: Epiphenomenal Interest I

	Change in Interest		
	(1)	(2)	(3)
Battleground 2012	0.070** (0.029)	0.069** (0.029)	0.064** (0.029)
New Registration	0.356** (0.141)		
Vote 2012		0.009 (0.010)	
Vote 2014			−0.003 (0.007)
Income	0.006 (0.006)	0.005 (0.006)	0.004 (0.006)
Education	−0.017 (0.015)	−0.019 (0.015)	−0.021 (0.015)
Female	−0.065 (0.040)	−0.074* (0.041)	−0.072* (0.041)
Party ID	−0.008 (0.010)	−0.008 (0.010)	−0.009 (0.010)
Age	−0.002 (0.002)	−0.002 (0.002)	−0.002 (0.002)
Black	0.175 (0.149)	0.156 (0.147)	0.161 (0.149)
Asian	−0.127* (0.068)	−0.126* (0.070)	−0.122* (0.069)
Native American	0.132 (0.170)	0.123 (0.164)	0.127 (0.168)
Mixed	−0.040 (0.051)	−0.049 (0.051)	−0.045 (0.054)
Other	−0.399** (0.187)	−0.375** (0.172)	−0.371** (0.173)
Middle Eastern	−0.024 (0.182)	−0.023 (0.183)	−0.031 (0.185)
Hispanic	−0.043 (0.128)	−0.043 (0.140)	−0.051 (0.135)
Born Again Christian	0.077* (0.040)	0.079* (0.042)	0.076* (0.041)
Separated	0.141 (0.102)	0.170* (0.094)	0.171* (0.094)
Divorced	0.048 (0.057)	0.047 (0.059)	0.047 (0.060)
Widowed	−0.001 (0.072)	−0.005 (0.074)	−0.006 (0.074)
Single	0.002 (0.063)	0.006 (0.062)	0.003 (0.062)
Domestic Partnership	0.193* (0.100)	0.180* (0.098)	0.185* (0.101)
Immigrant Non-Citizen	−0.429** (0.184)	−0.418** (0.190)	−0.401** (0.186)
First Gen.	−0.189 (0.149)	−0.200 (0.151)	−0.212 (0.158)
Second Gen.	−0.268** (0.113)	−0.277** (0.118)	−0.286** (0.121)
Third Gen	−0.220* (0.121)	−0.228* (0.128)	−0.234* (0.132)
Former Union Member	0.079 (0.069)	0.074 (0.069)	0.075 (0.068)
Non-Union Member	0.130* (0.073)	0.130* (0.074)	0.132* (0.074)
Constant	0.191 (0.182)	0.181 (0.191)	0.267 (0.208)
DF	7384	7384	7384

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Table 21: Epiphenomenal Interest II

	Change in Interest		
	(1)	(2)	(3)
Battleground 2012	0.069** (0.030)	0.062** (0.029)	0.070** (0.030)
Vote 2012	0.009 (0.010)		0.009 (0.011)
Pol. Meeting 2012	−0.059 (0.045)		−0.047 (0.053)
Pol. Sign 2012	0.050 (0.041)		0.044 (0.043)
Campaign Work 2012	−0.054 (0.080)		−0.044 (0.076)
Pol. Donate 2012	−0.013 (0.039)		0.009 (0.042)
Vote 2014		−0.002 (0.007)	−0.006 (0.007)
Pol. Meeting 2014		−0.026 (0.033)	−0.008 (0.039)
Pol. Sign 2014		0.035 (0.031)	0.012 (0.034)
Campaign Work 2014		−0.049 (0.110)	−0.024 (0.107)
Pol. Donate 2014		−0.040 (0.025)	−0.054** (0.027)
New Registration			0.345** (0.139)
Income	0.004 (0.006)	0.004 (0.006)	0.005 (0.007)
Education	−0.021 (0.015)	−0.023 (0.015)	−0.019 (0.015)
Female	−0.071* (0.041)	−0.068 (0.042)	−0.059 (0.040)
Party ID	−0.007 (0.010)	−0.008 (0.010)	−0.007 (0.010)
Age	−0.002 (0.002)	−0.002 (0.002)	−0.002 (0.002)
Black	0.156 (0.148)	0.166 (0.150)	0.172 (0.150)
Asian	−0.127* (0.070)	−0.123* (0.069)	−0.132* (0.069)
Native American	0.117 (0.157)	0.127 (0.160)	0.125 (0.157)
Mixed	−0.049 (0.051)	−0.054 (0.056)	−0.042 (0.055)
Other	−0.373** (0.172)	−0.374** (0.170)	−0.402** (0.185)
Middle Eastern	−0.016 (0.187)	−0.034 (0.188)	−0.004 (0.183)
Hispanic	−0.040 (0.139)	−0.041 (0.134)	−0.005 (0.117)
Born Again Christian	0.079* (0.042)	0.078* (0.041)	0.082** (0.041)
Separated	0.163* (0.095)	0.168* (0.096)	0.137 (0.102)
Divorced	0.042 (0.059)	0.043 (0.060)	0.039 (0.058)
Widowed	−0.015 (0.073)	−0.007 (0.074)	−0.014 (0.071)
Single	0.002 (0.063)	−0.001 (0.062)	−0.003 (0.063)
Domestic Partnership	0.182* (0.099)	0.185* (0.102)	0.195* (0.099)
Immigrant Non-Citizen	−0.423** (0.186)	−0.398** (0.186)	−0.436** (0.182)
First Gen.	−0.201 (0.149)	−0.213 (0.155)	−0.184 (0.143)
Second Gen.	−0.279** (0.115)	−0.284** (0.118)	−0.263** (0.109)
Third Gen	−0.229* (0.125)	−0.231* (0.130)	−0.215* (0.116)
Former Union Member	0.070 (0.068)	0.071 (0.067)	0.072 (0.067)
Non-Union Member	0.128* (0.073)	0.131* (0.074)	0.125* (0.072)
Constant	0.346 (0.260)	0.429 (0.291)	0.415 (0.292)
DF	7380	7380	7374

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Social Desirability Bias

Table 22: Social Desirability Bias I: Over-Reporters

	Change in Interest			
	(1)	(2)	(3)	(4)
Battleground 2012	0.066** (0.029)	0.063** (0.030)	0.065** (0.029)	0.058* (0.030)
Current Over-Reporter	0.115 (0.077)	0.102 (0.091)		
New Over-Reporter			0.090 (0.087)	0.047 (0.099)
Income	0.005 (0.006)	0.005 (0.006)	0.005 (0.006)	0.005 (0.006)
Education	−0.020 (0.015)	−0.021 (0.015)	−0.020 (0.015)	−0.021 (0.015)
Female	−0.070* (0.041)	−0.070* (0.041)	−0.071* (0.041)	−0.070* (0.041)
Party ID	−0.009 (0.010)	−0.009 (0.010)	−0.009 (0.010)	−0.009 (0.010)
Age	−0.002 (0.002)	−0.002 (0.002)	−0.002 (0.002)	−0.002 (0.002)
Black	0.154 (0.144)	0.149 (0.140)	0.154 (0.144)	0.139 (0.137)
Asian	−0.133* (0.069)	−0.132* (0.070)	−0.129* (0.069)	−0.126* (0.070)
Native American	0.124 (0.166)	0.125 (0.167)	0.125 (0.166)	0.127 (0.167)
Mixed	−0.054 (0.050)	−0.053 (0.051)	−0.050 (0.051)	−0.049 (0.052)
Other	−0.371** (0.173)	−0.369** (0.175)	−0.371** (0.173)	−0.365** (0.176)
Middle Eastern	−0.033 (0.186)	−0.033 (0.186)	−0.032 (0.186)	−0.030 (0.185)
Hispanic	−0.056 (0.139)	−0.056 (0.139)	−0.057 (0.139)	−0.057 (0.138)
Born Again Christian	0.076* (0.041)	0.076* (0.041)	0.076* (0.041)	0.076* (0.041)
Separated	0.172* (0.094)	0.174* (0.094)	0.170* (0.094)	0.173* (0.095)
Divorced	0.045 (0.060)	0.045 (0.060)	0.045 (0.061)	0.045 (0.061)
Widowed	−0.010 (0.073)	−0.010 (0.073)	−0.008 (0.074)	−0.009 (0.075)
Single	0.005 (0.062)	0.005 (0.062)	0.003 (0.062)	0.003 (0.062)
Domestic Partnership	0.183* (0.100)	0.183* (0.100)	0.182* (0.101)	0.180* (0.101)
Immigrant Non-Citizen	−0.399** (0.188)	−0.401** (0.189)	−0.402** (0.188)	−0.405** (0.189)
First Gen.	−0.212 (0.157)	−0.212 (0.157)	−0.213 (0.156)	−0.212 (0.156)
Second Gen.	−0.289** (0.121)	−0.289** (0.121)	−0.290** (0.119)	−0.290** (0.120)
Third Gen	−0.235* (0.132)	−0.235* (0.132)	−0.235* (0.131)	−0.235* (0.131)
Former Union Member	0.079 (0.069)	0.079 (0.069)	0.077 (0.068)	0.078 (0.068)
Non-Union Member	0.133* (0.075)	0.133* (0.075)	0.133* (0.074)	0.133* (0.074)
Current:Battleground		0.072 (0.174)		
New:Battleground				0.236 (0.180)
Constant	0.238 (0.200)	0.240 (0.200)	0.244 (0.200)	0.244 (0.200)
DF	7384	7384	7384	7384

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Table 23: Social Desirability Bias II: Over-Reporters

	Change in Interest			
	(1)	(2)	(3)	(4)
Battleground 2012	0.060** (0.029)	0.091*** (0.034)	0.065** (0.029)	0.067** (0.030)
Ever Over-Reporter	0.072* (0.041)	0.116** (0.051)		
Always Over-Reporter			0.079 (0.077)	0.128 (0.095)
Income	0.005 (0.006)	0.004 (0.006)	0.005 (0.006)	0.005 (0.006)
Education	−0.021 (0.015)	−0.020 (0.015)	−0.020 (0.015)	−0.020 (0.015)
Female	−0.070* (0.042)	−0.072* (0.041)	−0.073* (0.041)	−0.073* (0.041)
Party ID	−0.008 (0.010)	−0.008 (0.010)	−0.008 (0.010)	−0.008 (0.010)
Age	−0.002 (0.002)	−0.002 (0.002)	−0.002 (0.002)	−0.002 (0.002)
Black	0.151 (0.146)	0.161 (0.153)	0.161 (0.149)	0.161 (0.149)
Asian	−0.128* (0.070)	−0.133* (0.069)	−0.123* (0.069)	−0.123* (0.069)
Native American	0.132 (0.166)	0.131 (0.166)	0.127 (0.167)	0.127 (0.167)
Mixed	−0.044 (0.050)	−0.049 (0.050)	−0.047 (0.052)	−0.047 (0.052)
Other	−0.368** (0.172)	−0.375** (0.170)	−0.372** (0.173)	−0.373** (0.173)
Middle Eastern	−0.030 (0.186)	−0.029 (0.187)	−0.034 (0.185)	−0.032 (0.185)
Hispanic	−0.046 (0.133)	−0.039 (0.133)	−0.055 (0.137)	−0.054 (0.137)
Born Again Christian	0.075* (0.041)	0.074* (0.041)	0.075* (0.041)	0.075* (0.041)
Separated	0.174* (0.095)	0.166* (0.097)	0.170* (0.094)	0.170* (0.094)
Divorced	0.046 (0.060)	0.046 (0.060)	0.047 (0.060)	0.046 (0.060)
Widowed	−0.005 (0.074)	−0.006 (0.074)	−0.004 (0.074)	−0.004 (0.074)
Single	0.007 (0.062)	0.008 (0.062)	0.004 (0.062)	0.005 (0.062)
Domestic Partnership	0.182* (0.101)	0.182* (0.101)	0.183* (0.101)	0.183* (0.100)
Immigrant Non-Citizen	−0.388** (0.189)	−0.375** (0.191)	−0.403** (0.188)	−0.403** (0.188)
First Gen.	−0.201 (0.157)	−0.195 (0.158)	−0.210 (0.156)	−0.209 (0.157)
Second Gen.	−0.281** (0.119)	−0.273** (0.120)	−0.285** (0.121)	−0.285** (0.121)
Third Gen	−0.228* (0.131)	−0.222* (0.132)	−0.233* (0.131)	−0.233* (0.131)
Former Union Member	0.079 (0.070)	0.083 (0.069)	0.076 (0.069)	0.077 (0.069)
Non-Union Member	0.133* (0.075)	0.136* (0.075)	0.133* (0.074)	0.134* (0.074)
Ever:Battleground		−0.155** (0.066)		
Always:Battleground				−0.274 (0.167)
Constant	0.227 (0.199)	0.211 (0.201)	0.245 (0.199)	0.242 (0.199)
DF	7384	7384	7384	7384

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Table 24: Social Desirability Bias III: All Types of Over-Reporters

	Change in Interest
Battleground 2012	0.063** (0.028)
Ever Over-Reporter	0.047 (0.042)
Always Over-Reporter	-0.150 (0.177)
New Over-Reporter	-0.142 (0.115)
Current Over-Reporter	0.194 (0.145)
Income	0.005 (0.006)
Education	-0.021 (0.015)
Female	-0.070* (0.042)
Party ID	-0.008 (0.010)
Age	-0.002 (0.002)
Black	0.152 (0.144)
Asian	-0.133* (0.069)
Native American	0.129 (0.166)
Mixed	-0.052 (0.048)
Other	-0.371** (0.172)
Middle Eastern	-0.032 (0.187)
Hispanic	-0.048 (0.136)
Born Again Christian	0.075* (0.041)
Separated	0.175* (0.095)
Divorced	0.046 (0.061)
Widowed	-0.010 (0.074)
Single	0.008 (0.062)
Domestic Partnership	0.184* (0.101)
Immigrant Non-Citizen	-0.390** (0.188)
First Gen.	-0.203 (0.157)
Second Gen.	-0.283** (0.119)
Third Gen	-0.230* (0.131)
Former Union Member	0.078 (0.070)
Non-Union Member	0.133* (0.075)
Constant	0.228 (0.200)
DF	7381

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Table 25: Social Desirability Bias IV: Knowledge on Battleground

	Change in Knowledge	
	(1)	(2)
Battleground 2012	0.054 (0.039)	0.054*** (0.006)
Income	−0.001 (0.002)	−0.001 (0.001)
Education	−0.002 (0.005)	−0.002 (0.002)
Female	−0.051*** (0.018)	−0.051*** (0.006)
Party ID	−0.005 (0.004)	−0.005*** (0.001)
Age	0.001 (0.0005)	0.001*** (0.0002)
Black	0.037 (0.033)	0.037** (0.017)
Asian	0.032 (0.035)	0.032*** (0.009)
Native American	−0.056 (0.049)	−0.056*** (0.020)
Mixed	0.054 (0.053)	0.054 (0.034)
Other	0.090 (0.073)	0.090*** (0.021)
Middle Eastern	−0.074 (0.046)	−0.074*** (0.018)
Hispanic	−0.037 (0.061)	−0.037 (0.090)
Born Again Christian	−0.002 (0.015)	−0.002 (0.006)
Separated	−0.084** (0.036)	−0.084*** (0.020)
Divorced	0.005 (0.029)	0.005 (0.009)
Widowed	−0.004 (0.031)	−0.004 (0.015)
Single	0.006 (0.023)	0.006 (0.008)
Domestic Partnership	0.009 (0.052)	0.009 (0.014)
Immigrant Non-Citizen	0.047 (0.084)	0.047* (0.027)
First Gen.	0.050 (0.033)	0.050*** (0.018)
Second Gen.	0.022 (0.024)	0.022 (0.016)
Third Gen	0.050** (0.025)	0.050*** (0.015)
Former Union Member	0.006 (0.019)	0.006 (0.012)
Non-Union Member	0.032** (0.013)	0.032*** (0.011)
Constant	−0.068 (0.050)	−0.068*** (0.024)
DF	7090	7090
Cluster Level	State	Individual

Note:

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

Weights are included, making the sample nationally representative

Table 26: Social Desirability Bias V: Knowledge on Field Offices

	Change in Knowledge			
	(1)	(2)	(3)	(4)
Field Offices	0.020** (0.008)	0.020* (0.010)	0.020*** (0.003)	0.022** (0.010)
Income	−0.001 (0.002)	−0.001 (0.002)	−0.001 (0.001)	0.001 (0.002)
Education	−0.002 (0.005)	−0.002 (0.005)	−0.002 (0.002)	0.001 (0.004)
Female	−0.050*** (0.015)	−0.050*** (0.017)	−0.050*** (0.006)	−0.046*** (0.013)
Party ID	−0.005 (0.003)	−0.005 (0.004)	−0.005*** (0.001)	−0.004 (0.003)
Age	0.001 (0.001)	0.001 (0.001)	0.001*** (0.0002)	0.001 (0.0005)
Black	−0.038 (0.039)	−0.038 (0.032)	−0.038** (0.017)	0.0005 (0.034)
Asian	0.032 (0.034)	0.032 (0.035)	0.032*** (0.009)	0.022 (0.032)
Native American	−0.054 (0.053)	−0.054 (0.050)	−0.054*** (0.020)	−0.041 (0.054)
Mixed	0.059 (0.058)	0.059 (0.048)	0.059* (0.034)	0.043 (0.064)
Other	0.094 (0.075)	0.094 (0.076)	0.094*** (0.022)	0.060 (0.056)
Middle Eastern	−0.076 (0.050)	−0.076 (0.047)	−0.076*** (0.018)	−0.066* (0.036)
Hispanic	−0.040 (0.068)	−0.040 (0.060)	−0.040 (0.090)	−0.050 (0.043)
Born Again Christian	−0.002 (0.015)	−0.002 (0.016)	−0.002 (0.006)	−0.003 (0.014)
Separated	−0.077* (0.040)	−0.077** (0.037)	−0.077*** (0.020)	−0.053 (0.039)
Divorced	0.005 (0.029)	0.005 (0.029)	0.005 (0.010)	0.012 (0.024)
Widowed	−0.007 (0.027)	−0.007 (0.031)	−0.007 (0.015)	0.001 (0.026)
Single	0.004 (0.020)	0.004 (0.024)	0.004 (0.008)	0.020 (0.019)
Domestic Partnership	0.009 (0.048)	0.009 (0.050)	0.009 (0.014)	0.033 (0.030)
Immigrant Non-Citizen	0.043 (0.094)	0.043 (0.085)	0.043 (0.027)	0.018 (0.098)
First Gen.	0.050 (0.042)	0.050 (0.033)	0.050*** (0.018)	0.036 (0.039)
Second Gen.	0.023 (0.037)	0.023 (0.025)	0.023 (0.016)	0.009 (0.035)
Third Gen	0.050 (0.036)	0.050* (0.026)	0.050*** (0.015)	0.032 (0.035)
Former Union Member	0.007 (0.018)	0.007 (0.018)	0.007 (0.012)	0.010 (0.016)
Non-Union Member	0.032* (0.018)	0.032** (0.013)	0.032*** (0.011)	0.027 (0.017)
Constant	0.006 (0.093)	0.006 (0.077)	0.006 (0.039)	0.013 (0.099)
DF	7074	7074	7074	7074
Cluster Level	County	State	Individual	County
2010 and 2014 State FE	No	No	No	Yes

Note:

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

Weights are included, making the sample nationally representative

Intrinsic Interest

Table 27: Intrinsic Interest I: Campaign Contact

	Change in Knowledge			
	(1)	(2)	(3)	(4)
Battleground 2012	0.064** (0.029)	0.068** (0.029)	0.064** (0.029)	0.064** (0.029)
Contact 2014	0.011 (0.046)			
Change Contact		0.047 (0.032)		
Personal Contact 2014			−0.023 (0.036)	
Change Personal Contact				−0.018 (0.024)
Income	0.004 (0.006)	0.005 (0.006)	0.005 (0.006)	0.005 (0.006)
Education	−0.021 (0.015)	−0.020 (0.015)	−0.020 (0.015)	−0.020 (0.015)
Female	−0.073* (0.041)	−0.075* (0.041)	−0.073* (0.041)	−0.072* (0.041)
Party ID	−0.009 (0.010)	−0.009 (0.010)	−0.009 (0.010)	−0.009 (0.010)
Age	−0.002 (0.002)	−0.002 (0.002)	−0.002 (0.002)	−0.002 (0.002)
Black	0.164 (0.148)	0.160 (0.149)	0.161 (0.148)	0.162 (0.149)
Asian	−0.122* (0.069)	−0.122* (0.069)	−0.123* (0.069)	−0.123* (0.069)
Native American	0.127 (0.167)	0.129 (0.167)	0.128 (0.167)	0.129 (0.167)
Mixed	−0.047 (0.051)	−0.048 (0.052)	−0.049 (0.052)	−0.048 (0.051)
Other	−0.377** (0.175)	−0.377** (0.176)	−0.372** (0.173)	−0.373** (0.172)
Middle Eastern	−0.035 (0.187)	−0.036 (0.184)	−0.034 (0.186)	−0.033 (0.185)
Hispanic	−0.052 (0.132)	−0.029 (0.124)	−0.058 (0.135)	−0.057 (0.138)
Born Again Christian	0.076* (0.041)	0.077* (0.041)	0.076* (0.041)	0.075* (0.041)
Separated	0.167* (0.094)	0.167* (0.094)	0.168* (0.094)	0.169* (0.094)
Divorced	0.047 (0.059)	0.045 (0.060)	0.046 (0.059)	0.047 (0.060)
Widowed	−0.002 (0.074)	0.001 (0.072)	−0.003 (0.075)	−0.004 (0.074)
Single	0.003 (0.062)	0.003 (0.063)	0.002 (0.063)	0.003 (0.062)
Domestic Partnership	0.183* (0.100)	0.179* (0.101)	0.182* (0.101)	0.183* (0.100)
Immigrant Non-Citizen	−0.398** (0.190)	−0.399** (0.188)	−0.407** (0.188)	−0.407** (0.188)
First Gen.	−0.210 (0.156)	−0.209 (0.156)	−0.210 (0.156)	−0.212 (0.157)
Second Gen.	−0.284** (0.120)	−0.281** (0.120)	−0.284** (0.120)	−0.286** (0.121)
Third Gen	−0.232* (0.131)	−0.227* (0.131)	−0.232* (0.130)	−0.234* (0.131)
Former Union Member	0.075 (0.068)	0.077 (0.069)	0.076 (0.069)	0.076 (0.069)
Non-Union Member	0.133* (0.074)	0.135* (0.075)	0.133* (0.074)	0.133* (0.074)
Constant	0.245 (0.198)	0.240 (0.199)	0.247 (0.198)	0.247 (0.199)
DF	7376	7378	7384	7384

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Table 28: Intrinsic Interest II: Moved

	Change in Knowledge			
	(1)	(2)	(3)	(4)
Battleground 2012	0.068** (0.030)	0.072** (0.032)	0.069** (0.029)	0.055** (0.027)
Moved State	-0.184* (0.094)	-0.160 (0.130)		
Moved County			-0.127 (0.083)	-0.177* (0.095)
Income	0.004 (0.006)	0.004 (0.006)	0.004 (0.006)	0.004 (0.006)
Education	-0.017 (0.015)	-0.017 (0.015)	-0.018 (0.015)	-0.018 (0.015)
Female	-0.071* (0.041)	-0.071* (0.041)	-0.071* (0.041)	-0.072* (0.041)
Party ID	-0.008 (0.010)	-0.009 (0.010)	-0.008 (0.010)	-0.008 (0.010)
Age	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)
Black	0.165 (0.147)	0.164 (0.147)	0.161 (0.146)	0.165 (0.146)
Asian	-0.120* (0.069)	-0.121* (0.069)	-0.126* (0.069)	-0.126* (0.069)
Native American	0.119 (0.166)	0.118 (0.167)	0.118 (0.167)	0.119 (0.167)
Mixed	-0.013 (0.052)	-0.002 (0.049)	-0.029 (0.051)	-0.050 (0.062)
Other	-0.371** (0.170)	-0.373** (0.171)	-0.371** (0.172)	-0.365** (0.174)
Middle Eastern	-0.010 (0.182)	-0.014 (0.179)	-0.017 (0.181)	-0.010 (0.179)
Hispanic	-0.064 (0.133)	-0.064 (0.133)	-0.004 (0.113)	0.020 (0.119)
Born Again Christian	0.072* (0.041)	0.072* (0.041)	0.073* (0.041)	0.073* (0.041)
Separated	0.177* (0.094)	0.179* (0.094)	0.176* (0.095)	0.168* (0.095)
Divorced	0.041 (0.059)	0.041 (0.059)	0.044 (0.059)	0.043 (0.059)
Widowed	-0.008 (0.073)	-0.008 (0.074)	-0.004 (0.073)	-0.003 (0.072)
Single	0.004 (0.063)	0.004 (0.063)	0.004 (0.062)	0.003 (0.063)
Domestic Partnership	0.189* (0.102)	0.190* (0.102)	0.186* (0.101)	0.183* (0.101)
Immigrant Non-Citizen	-0.414** (0.188)	-0.412** (0.189)	-0.411** (0.188)	-0.414** (0.189)
First Gen.	-0.202 (0.154)	-0.203 (0.153)	-0.203 (0.152)	-0.201 (0.152)
Second Gen.	-0.278** (0.120)	-0.278** (0.120)	-0.279** (0.118)	-0.280** (0.118)
Third Gen	-0.229* (0.129)	-0.230* (0.129)	-0.227* (0.128)	-0.227* (0.127)
Former Union Member	0.084 (0.067)	0.084 (0.067)	0.083 (0.067)	0.080 (0.068)
Non-Union Member	0.137* (0.073)	0.137* (0.073)	0.137* (0.073)	0.137* (0.074)
Battleground:Moved State		-0.077 (0.150)		
Battleground:Moved County				0.156 (0.177)
Constant	0.248 (0.200)	0.247 (0.200)	0.253 (0.201)	0.254 (0.202)
DF	7384	7383	7384	7383

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Relevance

Table 29: Relevance

	New Voter		
	OLS (1)	Logit (2)	Probit (3)
Change in Interest	0.047*** (0.013)	0.177** (0.080)	0.091** (0.042)
Income	−0.001 (0.004)	0.018 (0.014)	0.010 (0.007)
Education	−0.002 (0.006)	−0.014 (0.029)	−0.008 (0.015)
Female	−0.007 (0.015)	0.015 (0.083)	0.005 (0.042)
Party ID	−0.006* (0.003)	−0.037** (0.018)	−0.020** (0.009)
Age	−0.001* (0.001)	−0.014*** (0.004)	−0.007*** (0.002)
Black	0.024 (0.040)	0.038 (0.160)	0.027 (0.084)
Asian	−0.052*** (0.019)	−0.147 (0.217)	−0.077 (0.107)
Native American	−0.045 (0.042)	0.012 (0.412)	0.015 (0.208)
Mixed	−0.069** (0.034)	−0.560 (0.596)	−0.285 (0.282)
Other	0.055 (0.043)	0.743*** (0.283)	0.399** (0.158)
Middle Eastern	−0.055 (0.034)	0.018 (0.279)	0.003 (0.142)
Hispanic	0.001 (0.129)	1.296 (0.821)	0.703 (0.481)
Born Again Christian	0.010 (0.016)	−0.028 (0.094)	−0.017 (0.048)
Separated	0.003 (0.065)	0.303 (0.296)	0.156 (0.158)
Divorced	−0.020 (0.016)	0.182 (0.129)	0.098 (0.067)
Widowed	−0.001 (0.032)	0.097 (0.220)	0.061 (0.112)
Single	0.020 (0.022)	0.095 (0.127)	0.051 (0.066)
Domestic Partnership	−0.009 (0.030)	−0.141 (0.199)	−0.071 (0.102)
Immigrant Non-Citizen	0.041 (0.075)	0.598 (0.668)	0.310 (0.360)
First Gen.	−0.060 (0.043)	−0.191 (0.280)	−0.095 (0.138)
Second Gen.	−0.024 (0.043)	0.063 (0.245)	0.032 (0.122)
Third Gen	0.008 (0.047)	0.365 (0.240)	0.188 (0.119)
Former Union Member	0.019 (0.018)	0.498*** (0.177)	0.253*** (0.086)
Non-Union Member	0.037** (0.017)	0.592*** (0.166)	0.303*** (0.080)
Constant	0.169** (0.072)	−2.207*** (0.387)	−1.282*** (0.195)
DF	7384	7383	7384

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Durability

Table 30: Durablity I

	<i>Dependent variable:</i>		
	General Interest (1)	Political News (2)	Combined (3)
Battleground 2012	0.021** (0.009)	0.023** (0.010)	0.020** (0.009)
Income	0.003*** (0.001)	0.003*** (0.001)	0.003*** (0.001)
Education	0.023*** (0.002)	0.017*** (0.002)	0.020*** (0.002)
Gender	−0.027*** (0.008)	−0.023*** (0.007)	−0.030*** (0.007)
Party ID	−0.004** (0.002)	−0.006*** (0.002)	−0.006*** (0.002)
Age	0.016*** (0.001)	0.014*** (0.001)	0.016*** (0.001)
Black	−0.010 (0.016)	0.011 (0.012)	−0.002 (0.014)
Asian	−0.127*** (0.020)	−0.104*** (0.022)	−0.128*** (0.021)
Native American	−0.026 (0.053)	−0.067* (0.039)	−0.012 (0.030)
Hispanic	−0.012 (0.012)	−0.025* (0.014)	−0.021 (0.013)
Other	0.020 (0.024)	0.005 (0.020)	0.005 (0.022)
Born Again Christian	0.038*** (0.009)	0.001 (0.008)	0.018** (0.007)
Married, Spouse Absent	0.008 (0.024)	0.042 (0.027)	0.028 (0.029)
Widowed	−0.044** (0.022)	−0.019 (0.020)	−0.028 (0.021)
Divorced	−0.002 (0.013)	−0.011 (0.011)	−0.006 (0.013)
Seperated	0.004 (0.033)	0.006 (0.023)	0.017 (0.026)
Never Married	0.006 (0.011)	0.015 (0.010)	0.010 (0.010)
Non-Union	0.004 (0.009)	−0.011 (0.010)	−0.004 (0.010)
Battleground 2016 (Subj.)	−0.042*** (0.011)	−0.020* (0.011)	−0.030*** (0.010)
Constant	0.285*** (0.036)	0.296*** (0.033)	0.295*** (0.033)
DF	3322	2836	2830

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Table 31: Durability II

	<i>Dependent variable:</i>		
	General Interest	Political News	Combined
	(1)	(2)	(3)
Battleground 2012	0.042*** (0.008)	0.027** (0.011)	0.034*** (0.011)
Income	0.003*** (0.001)	0.003*** (0.001)	0.003*** (0.001)
Education	0.024*** (0.002)	0.017*** (0.002)	0.020*** (0.002)
Gender	−0.030*** (0.009)	−0.025*** (0.007)	−0.032*** (0.007)
Party ID	−0.005** (0.002)	−0.006*** (0.002)	−0.006*** (0.002)
Age	0.015*** (0.001)	0.014*** (0.001)	0.015*** (0.001)
Black	−0.012 (0.016)	0.011 (0.012)	−0.002 (0.013)
Asian	−0.124*** (0.019)	−0.102*** (0.021)	−0.126*** (0.020)
Native American	−0.069 (0.065)	−0.067* (0.040)	−0.010 (0.031)
Hispanic	−0.014 (0.012)	−0.026* (0.014)	−0.023* (0.013)
Other	0.015 (0.023)	0.004 (0.020)	0.002 (0.022)
Born Again Christian	0.038*** (0.009)	0.001 (0.008)	0.017** (0.007)
Married, Spouse Absent	0.010 (0.024)	0.042 (0.027)	0.028 (0.028)
Widowed	−0.041* (0.022)	−0.020 (0.020)	−0.029 (0.021)
Divorced	−0.003 (0.013)	−0.011 (0.011)	−0.006 (0.013)
Seperated	0.009 (0.033)	0.007 (0.023)	0.019 (0.026)
Never Married	0.007 (0.012)	0.015 (0.010)	0.010 (0.010)
Non-Union	0.004 (0.008)	−0.012 (0.010)	−0.005 (0.010)
Battleground 2016 (Politico)	−0.037*** (0.006)	−0.011 (0.010)	−0.027*** (0.010)
Constant	0.273*** (0.034)	0.289*** (0.032)	0.287*** (0.032)
DF	3322	2836	2830

Note:

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

All standard errors are clustered at the state level

Weights are included, making the sample nationally representative

Durability: Control Exclusion

Table 32: Test of the Influence of Control Exclusion on the Estimate of Coefficient of Association of Battleground 2012 (IV) with Various PCA Constructed Measures of Interest in 2012 (DVs). Errors Clustered at State Level.

Control Excluded	2012 Battle: GI Model	P	2012 Battle: News Model	P	2012 Battle: Combinded Model	P
None	0.021	0.022	0.023	0.021	0.02	0.034
Income	0.019	0.04	0.019	0.048	0.017	0.061
Education	0.023	0.05	0.026	0.024	0.023	0.038
Gender	0.021	0.019	0.024	0.018	0.02	0.024
Party ID	0.021	0.024	0.023	0.024	0.019	0.04
Age	0.018	0.073	0.02	0.088	0.016	0.147
Race	0.021	0.027	0.024	0.021	0.02	0.034
Born Again	0.021	0.035	0.023	0.021	0.02	0.04
Marital Status	0.021	0.021	0.023	0.02	0.02	0.031
Union	0.022	0.019	0.023	0.022	0.02	0.034
Battle 2016 (Subj.)	0.008	0.333	0.017	0.044	0.01	0.219