

Variable	Bivariate (SE)	Full Model (SE)
Republican Tweet Share	1035.0 (81.55) ***	154.7 (42.96) ***
Republican Incumbent		48932.53 (3014.15) ***
% McCain		2396.131 (131.38) ***
Median Age		-16.01 (406.56)
% White		439.82 (105.46) ***
% College Educated		-383.83 (207.91)
Median HH Income		79.77 (142.45)
% Female		-645.36 (1384.38)
CNN share		2.05 (36.77)
<i>Const</i>	-45832.6 (4853.35)	-116479.3 (69173.1)
<i>N</i>	406	406
R^2_{adj}	.28	.87

Table 1: Explaining Republican vote margin with the proportion of tweets that included a Republican candidate during the three months before the 2010 election. The share of Republican tweets that explain the relationship remains significant with $P < .001$ (***) after adding controls.