Table 1: Determinants of Newspaper Affiliation

Dependent variable: Dummy for newspaper choosing Republican affiliation

	(1)	(2)	(3)
Republican vote share	2,000.1355	20,000.2353	10,000.9424
	(10,558,000.0000)	(0.0703)	(0.1021)
Number of Republican incumbents	100	-0.0813	-0.0757
	(0.0124)	(0.0128)	(0.0123)
Number of Democratic incumbents	0.0644	0.0707	0.0644
	(0.0120)	(0.0124)	(0.0120)
Lag Republican vote share			0.2034
			(0.0869)
Instrument with lag vote share?		X	
R2	0.2860	0.2854	0.2871
Number of markets	1336	1336	1336
Number of newspapers	3177	3177	3177

Table 2: Sensitivity of Parameter Estimates to Omitting Unobservables From Model

	Baseline	No Unobservables
Demand parameters		
$\underline{\beta}$	String	-0.13
	(0)	(0)
$\overline{\beta}$	1	1
	(0.0664110000)	(0.0528430000)
Γ	0.2438	0.1532
	(0.0561)	(0.0471)
Supply parameters		
a_l	6.5121	6.5974
	(0.8944)	(0.8917)
σ_ξ	0.2005	0.1826
	(0.0267)	(0.0238)

Table 3: Determinants of Equilibrium Diversity

	Markets with diverse papers	Share of hhlds in mkt with diverse papers	Share of hhlds reading diverse papers
Baseline	140	0.22	0.036
When choosing affiliation, newspapers:			
Ignore competitors' choices	87	0.14	0.022
Ignore household ideology	208	0.30	0.048
Ignore idiosyncratic cost shocks (ξ)	106	0.17	0.030
Owners chosen at random from local households and newspaper type equals owner type	150	0.23	0.038