## **Outcome variable: Reader Pref (political)** ATE (stds) Political Leaning Political Party Age Gender Race 2.9 1.6 1.6 1.6 1.6 0.3 0.3 -1.0-1.0-1.0-1.0187A 753A 35AA 655A 657A **Education Level** Household Income Why Twitter **Ethnicity Primary Category of Content** 1.6 -1.0-1.0-1.0-1.0-1.0725x 2020 2040 504 2004 255004