

## Resurgent Mass Partisanship Revisited

### Online Appendix

Table A1. The influence of media choice on correct assessments of which candidate, George W. Bush or John Kerry, favors stated policy positions. Full results (omitted from Table 2).

	(1)	(2)	(3)	(4)	(5)	(6)
	Make the tax cuts permanent	Repeal the estate tax	Social Security in the stock market	Eliminate overseas tax breaks	Health insurance for children and workers	Re- importing drugs
Watches Fox News	1.453*** (0.090)	1.469*** (0.095)	1.395*** (0.080)	0.800*** (0.042)	0.771*** (0.041)	0.810*** (0.051)
Watches MSNBC	1.058 (0.087)	1.049 (0.094)	1.046 (0.081)	1.162** (0.083)	1.167** (0.086)	1.154* (0.100)
Watches CNN	1.001 (0.055)	0.954 (0.058)	1.069 (0.056)	1.190*** (0.058)	1.275*** (0.064)	1.161** (0.069)
Watches TV news	0.995 (0.090)	0.790** (0.079)	1.114 (0.098)	1.204** (0.097)	1.099 (0.088)	1.236** (0.117)
Reads a newspaper	0.982 (0.051)	1.024 (0.059)	0.997 (0.050)	1.096** (0.050)	1.138*** (0.052)	1.129** (0.062)
Civics knowledge (index)	1.782*** (0.045)	1.495*** (0.042)	1.647*** (0.040)	1.194*** (0.026)	1.298*** (0.029)	1.351*** (0.036)
Strong party ID	1.089* (0.050)	1.190*** (0.059)	1.149*** (0.050)	0.974 (0.039)	1.023 (0.042)	0.967 (0.047)
Strong ideology	1.141** (0.074)	1.398*** (0.095)	1.234*** (0.074)	0.893** (0.049)	1.003 (0.056)	0.869** (0.057)
Follows politics						
Not closely at all (omitted)						
Not too closely	1.545*** (0.157)	1.265* (0.177)	1.385*** (0.159)	1.296** (0.130)	1.052 (0.100)	1.102 (0.127)
Somewhat closely	2.082*** (0.203)	1.746*** (0.231)	1.958*** (0.215)	1.590*** (0.153)	1.315*** (0.119)	1.432*** (0.158)
Very closely	3.854*** (0.395)	2.969*** (0.400)	3.970*** (0.445)	2.263*** (0.225)	1.721*** (0.163)	1.977*** (0.226)
Education						
HS or less (omitted)						
Some college	1.308*** (0.070)	1.303*** (0.081)	1.173*** (0.063)	1.106** (0.055)	1.033 (0.051)	1.189*** (0.069)
B.A. or above	1.978*** (0.111)	1.970*** (0.120)	1.664*** (0.089)	1.397*** (0.069)	1.523*** (0.076)	1.535*** (0.090)
Age						
18 – 29 (omitted)						
30 – 44	1.231*** (0.084)	1.139* (0.089)	1.401*** (0.094)	0.943 (0.058)	0.985 (0.061)	0.800*** (0.060)
45 – 55	1.126* (0.080)	1.127 (0.091)	1.415*** (0.098)	0.953 (0.061)	0.987 (0.064)	0.780*** (0.060)
56 – 65	1.174** (0.092)	1.071 (0.093)	2.119*** (0.160)	0.918 (0.064)	0.843** (0.059)	0.713*** (0.060)
65 +	0.979 (0.077)	1.072 (0.095)	2.718*** (0.212)	0.805*** (0.057)	0.673*** (0.048)	0.604*** (0.051)

Black	0.520*** (0.039)	0.590*** (0.054)	0.778*** (0.059)	1.367*** (0.096)	2.017*** (0.153)	1.093 (0.092)
Female	0.668*** (0.030)	0.743*** (0.035)	0.708*** (0.030)	0.875*** (0.034)	1.014 (0.040)	0.960 (0.045)
Time sampled						
Before Labor Day (omitted)						
Labor Day – Sept. 30	1.122** (0.061)	0.997 (0.061)	1.273*** (0.066)	1.492*** (0.071)	0.775*** (0.037)	0.958 (0.056)
Oct. 1 – Election Day	1.300*** (0.066)	1.074 (0.058)	1.337*** (0.063)	1.814*** (0.079)	1.127*** (0.050)	1.486*** (0.083)
Constant	0.234	0.132	0.074	0.230	0.456	0.398
Observations	12,408	9,085	12,408	12,399	12,406	8,981

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Standard errors in parentheses. \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table A2. Alternative specification of models in Table 1, including 7-point partisan identification, odds ratios only.

	(1) Party ideology 2004	(2) Candidate ideology 2004	(3) Candidate ideology 2004
Watches Fox News	1.095 (0.080)	1.433*** (0.096)	1.694*** (0.069)
Watches MSNBC	1.077 (0.101)	1.004 (0.083)	1.407*** (0.084)
Watches CNN	0.960 (0.058)	1.017 (0.057)	1.112*** (0.033)
Watches TV news	0.818* (0.090)	0.873 (0.087)	-
Reads a newspaper	1.183*** (0.068)	1.000 (0.054)	1.150*** (0.031)
Civics knowledge (index)	1.943*** (0.055)	1.783*** (0.046)	1.609*** (0.023)
Party identification			
Strong Democrat	1.204* (0.115)	1.096 (0.101)	1.205*** (0.059)
Democrat	1.289** (0.127)	1.125 (0.109)	1.088 (0.058)
Leans Democrat	1.379*** (0.135)	1.188* (0.114)	1.180*** (0.062)
(Independents omitted)			
Leans Republican	3.270*** (0.347)	1.739*** (0.176)	1.779*** (0.102)
Republican	2.490*** (0.259)	1.649*** (0.170)	1.555*** (0.087)
Strong Republican	6.187*** (0.682)	3.112*** (0.320)	2.338*** (0.132)
Strong ideology	1.275*** (0.103)	1.434*** (0.103)	1.223*** (0.041)
Follows politics			
Not closely at all (omitted)			
Not too closely	1.069 (0.110)	1.075 (0.109)	1.516*** (0.125)
Somewhat closely	1.518*** (0.150)	1.378*** (0.134)	2.060*** (0.156)
Very closely	2.174*** (0.227)	2.006*** (0.206)	2.773*** (0.215)
Education			
HS or less (omitted)			
Some college	1.603*** (0.093)	1.735*** (0.092)	1.620*** (0.050)
B.A. or above	3.565*** (0.230)	3.804*** (0.230)	2.710*** (0.088)
Age			
18 – 29 (omitted)			
30 – 44	0.804*** (0.060)	1.158** (0.078)	0.958 (0.049)
45 – 55	0.898 (0.072)	1.224*** (0.088)	0.957 (0.049)
56 – 65	0.673*** (0.061)	0.974 (0.077)	0.854*** (0.045)

65 +	0.633*** (0.056)	0.881 (0.071)	0.797*** (0.041)
Black	0.761*** (0.062)	0.533*** (0.039)	0.517*** (0.022)
Female	1.157*** (0.059)	1.129*** (0.053)	0.941** (0.025)
Time sampled			
Before Labor Day (omitted)			
Labor Day – Sept. 30		1.132** (0.068)	1.392*** (0.055)
Oct. 1 – Election Day		1.517*** (0.086)	1.439*** (0.057)
Constant	0.201	0.326	0.241
Observations	11,167	15,521	41,216

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Standard errors in parentheses. \*\*\* p<0.01, \*\* p<0.05, \* p<0.1