Internet Appendix for "Exploiting a Rare Communication Shift to Document the Persuasive Power of News Media"

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Figure 1S: Front Page of the *Sun* on Election Day, May 1, 1997

Table 1S: Coding of Variables

Variable	Coding (unless otherwise specified, all variables coded to vary between 0 and 1 and measured in 1992)	BEPS Variable Label
Vote Choice in 1997 (dependent variable)	Indicator variable for Labour Party vote in 1997	vote97
Treatment	Indicator variable for whether the respondent reads a daily morning paper and the paper he or she reports reading most often is the *Sun*, *Daily Star*, *Independent,* or *Financial Times*	readpa96, whpapr96
Prior Labour Vote ***Prior Conservative Vote*** ***Prior Liberal Vote***	Indicator variable for Labour Party vote in 1992. Indicator variable for Conservative Party vote in 1992. Indicator variable for Liberal Party vote in 1992.	vote92
Prior Labour Party Identification	Indicator variable for identification with the Labour Party.	prtyid92
Prior Conservative Party Identification	Indicator variable for identification with the Conservative Party.	prtyid92
Prior Liberal Party Identification	Indicator variable for identification with the Liberal Party.	prtyid92
Prior Labour Party Support	Question asking whether they favor or oppose the Labour Party on a 7-category scale, ranging from "strongly favor" to strongly oppose."	labfel92
Prior Conservative Party Support	Question asking whether they favor or oppose the Conservative Party on a 7-category scale, ranging from "strongly favor" to strongly oppose."	confel92
Prior Political Knowledge	10-item index of factual knowledge constructed by the BEPS investigators categorized into terciles.*	polqiz92
Prior Television Viewer	An index of television news viewership based on how often respondents watched news programs on BBC1, BBC2, ITN, and Chanel 4. For each program, respondents could answer never watching, once a week or less, two to three days a week, and four or more days a week.	wtbbc992, wtbbc692, wtbbcn92, wtitnx92, wtitn592, wtitn592, wtc4, newsat92
Prior Read Daily Newspaper Reader	Indicator variable for whether the respondent reads any newspaper. We do not match on this variable (so as not to exclude nonreaders from the control group) but include it in the probit models.	whpapr92
Prior Ideology	An index constructed with a series of 6 policy preference questions. Higher values indicate a more leftist ideology and lower values a more rightist ideology.	airsh92, richlw92 tuntnd92, priven92 publco92, govrsp92
Prior Ideological Moderation	Created by "folding over" the 6-item ideology scale so that scores of 1 correspond with scores of .5 on the original scale and scores of 0 correspond with Ideology score of 0 or 1.	Same as above.
Prior Authoritarianism	An index of 6 policy preference questions. Higher values indicate more authoritarianism.	tradvl92, censor92 pubmee92,

		gaysex92 tolern92, banpty92
Prior Trade Union Member	Indicator variable for whether the respondent has someone in his/her family who has, at some point, been a member of a trade union.	tusa92
Prior Working-Class Identification	Indicator variable for whether respondent self-identified as working class.	srsoc192 or srsoc292
Parents Voted Labour	Indicator variable for whether the respondent remembers one or both parents voting for Labour when he or she was a child.	mumvot92 and dadvot92
Prior Coping with Mortgage	Treated as a continuous variable with four categories: Mortgage Very Difficult (1), Mortgage a Bit Difficult (0.5), and Not Really Difficult or No Mortgage (0).	copemg92
Prior Education	Separated into five categories: *Less than O level* (or foreign qualifications) (0*), O Level or Equivalent* (.25), *A Level or Equivalent* (.5), *Some Higher Education* (.75), and *College Degree* (1).*	hedqul92
Prior Income	£5999 or Less (0), £6000-£11,999 (.33), £12,000-£19,999 (.67), and £20,000 or More (1).*	hhincq92
Prior Age	18-24 (0), 25-34 (.167), 35-44 (.333), 45-54 (.5), 55-59 (.667), 60-64 (.833), 65+ (1), and Prior Age Not Given.*	ragect92
Gender	Indicator variable for male.	rsex92
White	Indicator variable for white ethnic identity	raceor92
Prior Profession	Indicator variable for the following profession categories are included in the probit models: Unemployed, Employer/Manager, Professional, Non-Manual, Personal Service, Manual, and Other.†	rsegg92
Prior Region	Indicator variable (fixed effects) for the following region categories are included in the probit models: North, Northwest, Yorks and Humberside, West Midlands, East Midlands, East Anglia, Southwest England, Southeast England, Greater London, Wales, and Scotland.†	streg92
Prior European Integration Views	10-point scale running from "feel[ing] that Britain should do all it can to unite fully with the European Union (sometimes still called the European Community)" (1) to "feel[ing] that Britain should do all it can to protect its independence from the European Union" (0).‡	recind96
1996 Economy	Indicator variable based on a retrospective question from the 1996 wave that ranges from "got a lot weaker" (0) to "got a lot stronger" (1).‡	ec1ok96w

* In the matching procedures, treated as a continuous variable. In the probit models, indicator variables are used for the response categories.† Not incorporated in matching, but indicator variables are used for response categories in the probit models. ‡ Used only in probit models with 1996 as the baseline.

Table 2S: Measuring the Treatment in 1992 (instead of 1996)

A potential concern we address in the paper is that readers may have sensed the *Sun*'s (or other switching papers) shift to labor in advance. To address this, we present an instrumental variables analysis in the paper (and present more below) that instruments the treatment, measured in 1996, with readership in 1992. Since instrumental variables estimates are exceedingly sensitive to violations of the exclusion restriction, we also present here treatment effect estimates measuring the treatment in 1992, 5 years before these papers switched.

Explanatory variables	All		Habitual readers	
(measured in 1992)	**OLS**	**Probit**	**OLS**	**Probit**
Treatment (1992)	0.07	0.37	0.07	0.37
	(0.03)	(0.14)	(0.03)	(0.14)
Prior Labour Vote	-0.45	1.01	-0.45	1.01
	(0.04)	(0.20)	(0.04)	(0.20)
Prior Conservative Vote	-0.22	-0.28	-0.22	-0.28
	(0.04)	(0.21)	(0.04)	(0.21)
Prior Liberal Vote	-0.03	-0.21	-0.03	-0.21
	(0.04)	(0.20)	(0.04)	(0.20)
Prior Labour Party Identification		0.94		0.94
		(0.25)		(0.25)
Prior Conservative Party Identification		-0.31		-0.31
		(0.24)		(0.24)
Prior Liberal Party Identification		0.40		0.40
		(0.19)		(0.19)
Prior Labour Party Support		0.03		0.03
		(0.19)		(0.19)
Prior Conservative Party Support		0.33		0.33
		(0.19)		(0.19)
Prior Middle Political Knowledge		-0.21		-0.21
		(0.13)		(0.13)
Prior High Political Knowledge		-0.36		-0.36
		(0.14)		(0.14)
Prior Television Viewer		0.13		0.13
		(0.10)		(0.10)
Prior Daily Newspaper Reader		-0.16		-0.16
		(0.10)		(0.10)
Prior Ideology		1.00		1.00
		(0.60)		(0.60)
Prior Ideological Moderation		0.62		0.62
		(0.46)		(0.46)
Prior Authoritarianism		-0.11		-0.11
		(0.38)		(0.38)
Prior Trade Union Member		0.01		0.01

	(0.11)	(0.11)
Prior Working-Class Identification	0.15	0.15
	(0.10)	(0.10)
Parents Voted Labour	0.20	0.20
	(0.10)	(0.10)
Prior Coping with Mortgage	-0.19	-0.19
	(0.09)	(0.09)
Prior Education: O Level or Equivalent	0.13	0.13
	(0.18)	(0.18)
Prior Education: A Level or Equivalent	0.05	0.05
	(0.20)	(0.20)
Prior Education: Some Higher Education	-0.02	-0.02
	(0.19)	(0.19)
Prior Education: College Degree	0.10	0.10
	(0.19)	(0.19)
Prior Income: £6000-£11,999	0.20	0.20
	(0.15)	(0.15)
Prior Income: £12,000-£19,999	-0.07	-0.07
	(0.16)	(0.16)
Prior Income: £20,000+	-0.05	-0.05
	(0.17)	(0.17)
Prior Income: No Income Given	-0.20	-0.20
	(0.20)	(0.20)
Prior Age: 25-34	-0.38	-0.38
	(0.21)	(0.21)
Prior Age: 35-44	-0.24	-0.24
	(0.21)	(0.21)
Prior Age: 45-54	-0.36	-0.36
	(0.22)	(0.22)
Prior Age: 55-59	-0.77	-0.77
	(0.26)	(0.26)
Prior Age: 60-64	-0.35	-0.35
	(0.26)	(0.26)
Prior Age: 65+	-0.52	-0.52
	(0.25)	(0.25)
Prior Age: not given	-0.84	-0.84
	(0.45)	(0.45)
Gender	-0.16	-0.16
	(0.10)	(0.10)
White	-1.02	-1.02
	(0.33)	(0.33)
Prior Profession: Employer/ Business Owner	-0.04	-0.04
	(0.27)	(0.27)
Prior Profession: Professional	-0.24	-0.24
	(0.27)	(0.27)

Prior Profession: Non-manual Laborer	-0.31	-0.31
	(0.27)	(0.27)
Prior Profession: Personal Service	-0.02	-0.02
	(0.28)	(0.28)
Prior Profession: Manual Laborer	0.21	0.21
	(0.32)	(0.32)
Prior Profession: Other	-0.47	-0.47
	(0.27)	(0.27)
Constant	-0.34	-0.34
	(0.25)	(0.25)
n	1593	1527
Region fixed effects	X	X

All covariates are measured in 1992 and coded to vary between 0 and 1. Where indicated, models include fixed effects for region, whose coefficients are not reported. Standard errors are in parentheses.

Table 3S: Probit Models of Vote in 1997 UK General Election for Habitual Readers

This table replicates Table 1A for habitual readers. The treatment effect estimates are unusually large in the probit models using matched samples. Given the small samples, these models appear to be underpowered, producing erratic estimates. When we drop the regional and occupation indicator variables, the estimates appear more consistent with other findings in the paper and with the linear probability models presented in Table 4S.

Explanatory variables		*Preprocessed with*		
(measured in 1992 except Treatment)	*All*	**Exact on Selected Variables**	**Genetic on All Variables**	**Treatment Instrumented with 1992 Measure**
Treatment (1996 or before)	0.80	6.17	1.86	0.13
	(0.18)	(2.59)	(0.54)	(0.06)
Prior Labour Vote	1.01	4.89	-1.07	0.31
	(0.20)	(2.39)	(1.03)	(0.05)
Prior Conservative Vote	-0.27	3.90	-1.87	-0.09
	(0.21)	(2.43)	(0.94)	(0.05)
Prior Liberal Vote	-0.20	-3.92	-1.32	-0.07
	(0.20)	(2.65)	(1.13)	(0.05)
Prior Labour Party	0.97	1.98	2.88	0.24
	(0.25)	(1.72)	(1.17)	(0.06)
Prior Conservative Party	-0.31	3.46	0.31	-0.05
	(0.24)	(2.15)	(1.09)	(0.05)
Prior Liberal Party	0.43	-0.41	1.52	0.12
	(0.19)	(2.14)	(0.90)	(0.04)
Prior Labour Party	0.00	-9.88	-0.65	-0.01
	(0.19)	(3.91)	(0.83)	(0.04)
Prior Conservative Party	0.33	2.42	0.99	0.08
	(0.19)	(2.81)	(1.05)	(0.05)
Prior Middle Political	-0.20	-1.11	-0.35	-0.04
	(0.13)	(1.10)	(0.50)	(0.03)
Prior High Political	-0.34	-2.64	-2.11	-0.08
	(0.14)	(1.68)	(0.90)	(0.03)
Prior Television Viewer	0.14	-0.69	1.82	0.02
	(0.10)	(0.91)	(0.58)	(0.02)
Prior Daily Newspaper	-0.18	-5.08	-1.86	-0.03
	(0.10)	(2.38)	(0.64)	(0.02)
Prior Ideology	1.04	-0.66	-1.33	0.12
	(0.61)	(2.85)	(2.45)	(0.11)
Prior Ideological	0.63	-4.62	-1.06	0.03
	(0.46)	(2.79)	(1.74)	(0.08)

Prior Authoritarianism	-0.15	5.71	-0.29	0.01
	(0.38)	(3.73)	(1.85)	(0.08)
Prior Trade Union	0.00	-0.10	-0.49	-0.00
	(0.11)	(0.90)	(0.55)	(0.02)
Prior Working-Class	0.14	2.19	1.05	0.04
	(0.10)	(1.40)	(0.51)	(0.02)
Parents Voted Labour	0.18	0.15	-0.31	0.04
	(0.10)	(0.86)	(0.43)	(0.02)
Prior Coping with	-0.19	0.56	-0.83	-0.01
	(0.09)	(1.47)	(0.72)	(0.00)
Prior Education: O Level or Equivalent	0.16	-3.55	-1.43	0.03
	(0.18)	(2.16)	(1.05)	(0.04)
Prior Education: A Level or Equivalent	0.06	2.49	-1.08	0.02
	(0.20)	(2.28)	(1.09)	(0.04)
Prior Education: Some Education	-0.01	3.38	-2.50	-0.00
	(0.19)	(2.32)	(1.24)	(0.04)
Prior Education: College	0.11	2.95	-2.34	0.03
	(0.20)	(2.23)	(1.31)	(0.04)
Prior Income: £6000-	0.23	0.41	0.11	0.05
	(0.15)	(1.30)	(0.57)	(0.03)
Prior Income: £12,000-	-0.04	0.61	-0.29	0.00
	(0.16)	(1.26)	(0.81)	(0.03)
Prior Income: £20,000+	-0.01	0.15	-0.75	0.01
	(0.17)	(1.03)	(0.72)	(0.04)
Prior Income: No Income	-0.17	-0.82	-0.60	-0.01
	(0.20)	(1.46)	(1.01)	(0.04)
Prior Age: 25-34	-0.42	5.20	-1.77	-0.10
	(0.22)	(3.74)	(1.51)	(0.05)
Prior Age: 35-44	-0.30	7.61	-1.48	-0.06
	(0.22)	(4.23)	(1.58)	(0.05)
Prior Age: 45-54	-0.42	7.32	-0.35	-0.10
	(0.23)	(4.30)	(1.59)	(0.05)
Prior Age: 55-59	-0.78	7.74	-1.13	-0.16
	(0.26)	(4.53)	(1.69)	(0.06)
Prior Age: 60-64	-0.39	-0.44	-1.81	-0.09
	(0.26)	(3.41)	(1.65)	(0.06)
Prior Age: 65+	-0.57	7.92	-2.19	-0.13
	(0.25)	(4.51)	(1.60)	(0.05)
Prior Age: not given	-0.80			-0.19
	(0.45)			(0.09)
Gender	-0.13	-5.43	-1.38	-0.03
	(0.10)	(2.49)	(0.71)	(0.02)
White	-1.11	-4.63		-0.24
	(0.34)	(8.33)		(0.07)
Prior Profession:	-0.23	-6.36	0.42	-0.01

Business Owner	(0.43)	(2.65)	(85.70)	(0.08)
Prior Profession: Professional	-0.35	-6.84	-0.61	-0.03
	(0.47)	(0.00)	(85.71)	(0.09)
Prior Profession: Non-Laborer	-0.21	-9.15	0.46	-0.01
	(0.42)	(2.47)	(85.70)	(0.08)
Prior Profession: Personal Service	-0.18	-5.65	2.58	0.01
	(0.46)	(3.16)	(85.71)	(0.09)
Prior Profession: Manual Laborer	-0.20	-9.96	0.40	-0.01
	(0.42)	(2.84)	(85.70)	(0.08)
Prior Profession: Other	-0.76	-9.88	-0.48	-0.12
	(0.46)	(2.99)	(85.70)	(0.09)
Constant	0.49	8.35	8.01	0.55
	(0.93)	(10.07)	(85.78)	(0.17)
Log likelihood	-	-471.036	-165.499	
n	1484	186	201	1484
Region fixed effects	X	X	X	X

All covariates are measured in 1992 and coded to vary between 0 and 1. Where indicated, models include fixed effects for region, whose coefficients not are reported. Standard errors are in parentheses.

Table 4S: Probit Models of Vote in 1997 UK General Election for Habitual Readers (excluding region and occupation dummies)

This table replicates Table 1A for habitual readers without region and occupation indicator variables. Table 2 uses the estimates from this table in its marginal effects calculations.

Explanatory variables	*Preprocessed with Matching*	
(measured in 1992 except Treatment)	**Exact on Selected Variables**	**Genetic on All Variables**
Treatment (1996 or before)	1.54	1.20
	(0.59)	(0.35)
Prior Labour Vote	3.12	-0.58
	(1.43)	(0.84)
Prior Conservative Vote	1.16	-0.98
	(1.15)	(0.72)
Prior Liberal Vote	-0.16	-1.33
	(1.20)	(0.84)
Prior Labour Party Identification	0.61	2.77
	(1.14)	(0.94)
Prior Conservative Party Identification	0.55	0.21
	(1.16)	(0.89)
Prior Liberal Party Identification	-1.44	0.64
	(1.28)	(0.72)
Prior Labour Party Support	-3.34	-0.46
	(1.24)	(0.60)
Prior Conservative Party Support	-0.08	0.85
	(1.13)	(0.75)
Prior Middle Political Knowledge	-0.38	-0.33
	(0.50)	(0.39)
Prior High Political Knowledge	-1.15	-1.59
	(0.65)	(0.60)
Prior Television Viewer	-0.53	1.23
	(0.55)	(0.41)
Prior Daily Newspaper Reader	-1.02	-1.07
	(0.65)	(0.46)
Prior Ideology	-0.38	-1.17
	(1.58)	(1.63)
Prior Ideological Moderation	-1.55	-0.64
	(1.32)	(1.20)
Prior Authoritarianism	1.55	-0.26
	(1.51)	(1.28)
Prior Trade Union Member	0.22	0.21
	(0.44)	(0.39)
Prior Working-Class Identification	1.00	0.69

	(0.48)	(0.38)
Parents Voted Labour	0.24	-0.06
	(0.39)	(0.32)
Prior Coping with Mortgage	0.30	-0.62
	(0.67)	(0.52)
Prior Education: O Level or Equivalent	-1.52	-0.65
	(0.95)	(0.69)
Prior Education: A Level or Equivalent	0.37	-1.16
	(1.05)	(0.72)
Prior Education: Some Higher Education	-0.16	-1.64
	(0.85)	(0.76)
Prior Education: College Degree	0.34	-1.27
	(0.91)	(0.80)
Prior Income: £6000-£11,999	-0.44	0.23
	(0.58)	(0.43)
Prior Income: £12,000-£19,999	-0.21	-0.13
	(0.57)	(0.51)
Prior Income: £20,000+	-0.14	-0.51
	(0.60)	(0.50)
Prior Income: No Income Given	-0.45	0.01
	(0.74)	(0.67)
Prior Age: 25-34	0.50	-0.66
	(0.93)	(1.09)
Prior Age: 35-44	1.51	-0.34
	(0.98)	(1.09)
Prior Age: 45-54	0.96	-0.12
	(1.01)	(1.11)
Prior Age: 55-59	1.01	-0.18
	(1.54)	(1.19)
Prior Age: 60-64	-1.53	-0.42
	(1.34)	(1.21)
Prior Age: 65+	1.12	-1.25
	(1.17)	(1.13)
Gender	-1.94	-0.81
	(0.58)	(0.37)
White	-2.06	
	(1.51)	
Constant	2.56	3.61
	(2.78)	(2.44)
Log likelihood	-45.21	-66.09
n	186	201
Region fixed effects	X	X

All covariates are measured in 1992 and coded to vary between 0 and 1. Where indicated, models include fixed effects for region, whose coefficients not reported. Standard errors are in parentheses.

Table 5S: Additional Instrumental Variables Estimates with 1992 Baseline for All Treated

The first column of this table replicates instrumental variable analysis used in Table 2, instrumenting the treatment measured in 1996 (reading switching paper) with 1992 readership. The second column instead uses the treatment measured in 1997 (after the papers switched), instrumented with 1992 readership.

Explanatory variables (measured in 1992 except Treatment)	1996 Treatment Instrumented with 1992 Measure	1997 Treatment Instrumented with 1992 Measure
Treatment	0.11	0.11
	(0.05)	(0.05)
Prior Labour Vote	0.28	0.29
	(0.05)	(0.05)
Prior Conservative Vote	-0.07	-0.08
	(0.05)	(0.05)
Prior Liberal Vote	-0.07	-0.06
	(0.05)	(0.05)
Prior Labour Party Identification	0.22	0.24
	(0.05)	(0.06)
Prior Conservative Party Identification	-0.06	-0.05
	(0.05)	(0.05)
Prior Liberal Party Identification	0.16	0.14
	(0.04)	(0.04)
Prior Labour Party Support	-0.00	0.00
	(0.04)	(0.04)
Prior Conservative Party Support	0.08	0.08
	(0.04)	(0.04)
Prior Middle Political Knowledge	-0.06	-0.05
	(0.03)	(0.03)
Prior High Political Knowledge	-0.08	-0.08
	(0.03)	(0.03)
Prior Television Viewer	0.02	0.01
	(0.02)	(0.02)
Prior Daily Newspaper Reader	-0.03	-0.03
	(0.02)	(0.02)
Prior Ideology	0.14	0.17
	(0.11)	(0.11)
Prior Ideological Moderation	0.01	0.04
	(0.08)	(0.08)
Prior Authoritarianism	-0.00	0.02
	(0.08)	(0.08)
Prior Trade Union Member	0.01	-0.00

	(0.02)	(0.02)
Prior Working-Class Identification	0.04	0.03
	(0.02)	(0.02)
Parents Voted Labour	0.03	0.05
	(0.02)	(0.02)
Prior Coping with Mortgage	-0.03	-0.03
	(0.03)	(0.03)
Prior Education: O Level or Equivalent	0.02	0.03
	(0.04)	(0.04)
Prior Education: A Level or Equivalent	0.02	0.02
	(0.04)	(0.04)
Prior Education: Some Higher Education	-0.01	-0.01
	(0.04)	(0.04)
Prior Education: College Degree	0.02	0.03
	(0.04)	(0.04)
Prior Income: £6000-£11,999	0.07	0.06
	(0.03)	(0.03)
Prior Income: £12,000-£19,999	0.00	0.01
	(0.03)	(0.03)
Prior Income: £20,000+	0.00	0.00
	(0.04)	(0.04)
Prior Income: No Income Given	-0.00	-0.00
	(0.04)	(0.04)
Prior Age: 25-34	-0.10	-0.11
	(0.04)	(0.05)
Prior Age: 35-44	-0.07	-0.08
	(0.04)	(0.05)
Prior Age: 45-54	-0.11	-0.11
	(0.05)	(0.05)
Prior Age: 55-59	-0.16	-0.16
	(0.05)	(0.05)
Prior Age: 60-64	-0.09	-0.10
	(0.05)	(0.06)
Prior Age: 65+	-0.12	-0.13
	(0.05)	(0.05)
Prior Age: not given	-0.17	-0.20
	(0.09)	(0.09)
Gender	-0.03	-0.03
	(0.02)	(0.02)
White	-0.20	-0.23
	(0.06)	(0.07)
Prior Profession: Employer/ Business Owner	0.00	0.00
	(0.08)	(0.08)
Prior Profession: Professional	-0.03	-0.02
	(0.09)	(0.09)

Prior Profession: Non-manual Laborer	0.01	0.01
	(0.07)	(0.08)
Prior Profession: Personal Service	0.03	0.02
	(0.08)	(0.09)
Prior Profession: Manual Laborer	0.00	-0.00
	(0.08)	(0.08)
Prior Profession: Other	-0.11	-0.10
	(0.08)	(0.09)
Constant	0.53	0.51
	(0.17)	(0.17)
n	1593	1527
Region fixed effects	X	X

All covariates are measured in 1992 and coded to vary between 0 and 1. Where indicated, models include fixed effects for region, whose coefficients not reported. Standard errors are in parentheses.

Table 6S: Replication of Table 1A with 1996 Baseline

This table replicates Table 1A, except with all explanatory variables measured (if possible) in 1996 rather than 1992. Those variables not asked in 1996 are measured in 1992. Using a 1996 baseline allows us to include two additional explanatory variables that are plausibly important not available in 1992 wave: perceptions of the *1996 Economy* and *Prior European Integration Views*. The model in the second column includes these as additional control variables.

Explanatory variables (Measured in 1996 when possible)	*Same Variables as in Table 1A*	*With 1996 Economy and European Integration Views*
Treatment	0.71	0.73
	(0.17)	(0.17)
Prior Labour Vote Intention	0.87	0.90
(1996 wave)	(0.19)	(0.19)
Prior Conservative Vote Intention	-0.82	-0.81
(1996 wave)	(0.27)	(0.27)
Prior Liberal Vote Intention	-0.40	-0.41
(1996 wave)	(0.21)	(0.22)
Prior Labour Party Identification	1.40	1.42
(1996 wave)	(0.35)	(0.36)
Prior Conservative Party Identification	0.05	0.20
(1996 wave)	(0.31)	(0.32)
Prior Liberal Party Identification	0.55	0.55
(1996 wave)	(0.20)	(0.20)
Prior Labour Party Support	-0.31	-0.23
(1996 wave)	(0.24)	(0.24)
Prior Conservative Party Support	-0.20	-0.13
(1996 wave)	(0.23)	(0.24)
Prior Middle Political Knowledge	-0.03	-0.04
(1992 wave)	(0.16)	(0.16)
Prior High Political Knowledge	-0.12	-0.13
(1992 wave)	(0.18)	(0.18)
Prior Television Viewer	0.10	0.08
(1992 wave)	(0.12)	(0.12)
Prior Daily Newspaper Reader	-0.41	-0.43
(1996 wave)	(0.12)	(0.13)
Prior Ideology	0.74	0.62
(1996 wave)	(0.59)	(0.60)
Prior Ideological Moderation	0.14	0.16
(1996 wave)	(0.37)	(0.38)
Prior Authoritarianism	0.47	0.31
(1996 wave)	(0.42)	(0.44)
Prior Trade Union Member	0.09	0.09
(1992 wave)	(0.13)	(0.13)
Prior Working-Class Identification	0.20	0.21

(1992 wave)	(0.12)	(0.13)
Parents Voted Labour	0.30	0.32
(1992 wave)	(0.11)	(0.12)
Prior Coping with Mortgage	-0.09	-0.10
(1995 wave)	(0.08)	(0.08)
Prior Education: O Level	0.00	0.05
or Equivalent	(0.22)	(0.22)
Prior Education: A Level	-0.04	0.00
or Equivalent	(0.24)	(0.24)
Prior Education: Some Higher	-0.14	-0.10
Education	(0.23)	(0.23)
Prior Education: College Degree	0.07	0.15
(1992 wave)	(0.23)	(0.24)
Prior Income: £6000-£11,999	0.26	0.28
(1992 wave)	(0.19)	(0.19)
Prior Income: £12,000-£19,999	-0.12	-0.13
(1992 wave)	(0.20)	(0.20)
Prior Income: £20,000+	-0.18	-0.18
(1992 wave)	(0.20)	(0.20)
Prior Income: No Income Given	-0.35	-0.36
(1992 wave)	(0.25)	(0.25)
Prior Age: 25-34	0.04	0.06
(1992 wave)	(0.24)	(0.25)
Prior Age: 35-44	0.17	0.20
(1992 wave)	(0.24)	(0.25)
Prior Age: 45-54	0.10	0.09
(1992 wave)	(0.26)	(0.26)
Prior Age: 55-59	0.01	-0.07
(1992 wave)	(0.30)	(0.31)
Prior Age: 60-64	0.07	0.10
(1992 wave)	(0.31)	(0.31)
Prior Age: 65+	0.21	0.20
(1992 wave)	(0.29)	(0.29)
Prior Age: not given	-0.13	-0.13
(1992 wave)	(0.50)	(0.50)
Gender	0.04	0.01
(1992 wave)	(0.12)	(0.13)
White	-0.47	-0.48
(1992 wave)	(0.38)	(0.39)
Prior Profession: Employer/	-0.34	-0.31
Business Owner (1992 wave)	(0.46)	(0.47)
Prior Profession: Professional	-0.56	-0.51
(1992 wave)	(0.50)	(0.51)
Prior Profession: Non-manual	-0.37	-0.33

Laborer (1992 wave)	(0.44)	(0.44)
Prior Profession: Personal Service	-0.49	-0.48
(1992 wave)	(0.49)	(0.50)
Prior Profession: Manual Laborer	-0.35	-0.34
(1992 wave)	(0.45)	(0.46)
Prior Profession: Other	-0.94	-0.98
(1992 wave)	(0.50)	(0.51)
1996 Economy		0.74
(1996 wave)		(0.27)
Prior European Integration Views		0.46
(1996 wave)		(0.17)
Constant	-1.21	-1.68
	(0.98)	(1.01)
Log likelihood	-387.8	-380.5
n	1330	1330
Region fixed effects	X	X

All covariates vary between 0 and 1. Where indicated, models include fixed effects for region, whose coefficients not reported. Standard errors are in parentheses.

Disaggregating the Control Group

Figure 2S: Comparing the Treated with Four Control Groups
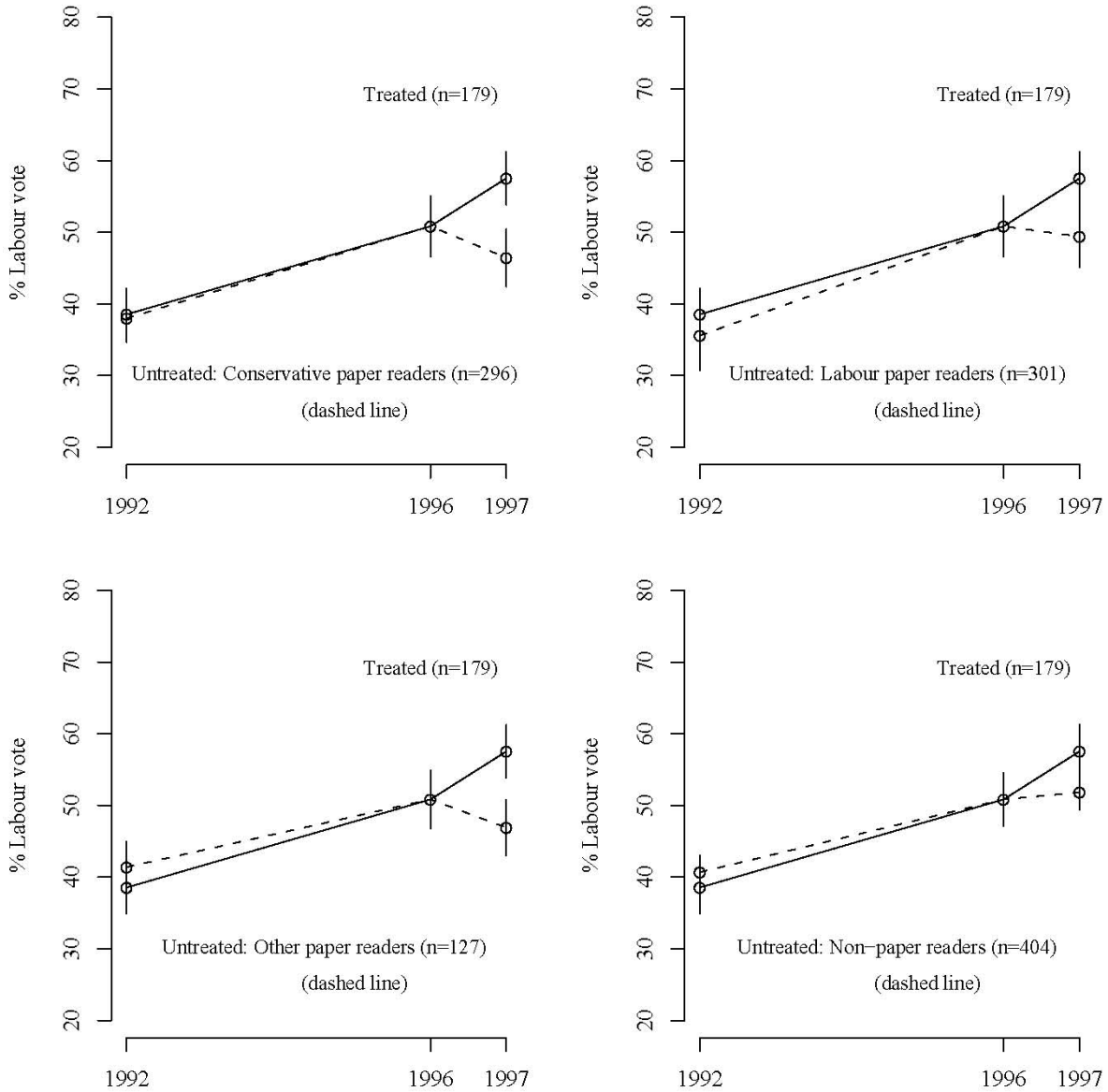
This figure shows that the treatment effect persists when comparing treated respondents to various control groups, including (persistent) Conservative paper readers, Labour papers readers, other or no affiliation paper readers, and those who did not read newspapers. To facilitate comparisons, we mean-difference the control groups in 1996, ensuring the treatment group and each control group have the same mean in 1996. Readership is measured in 1996. Respondents who failed to report a vote choice or vote intent in any of the three waves are excluded from the analysis, resulting in smaller ns. Confidence intervals show plus or minus one standard error.

Table 7S: The Effect of Reading Switching Papers and Papers with Consistent Partisan Loyalties

This table replicates Table 1A. However, unlike Table 1A, where the treatment is a simple variable indicating whether the respondent read a switching paper or not, here we measure readership with more detail. The model here includes indicator variables for reading a paper that *Switched to Labour*, reading a *Faithful Conservative* paper, reading a *Faithful Labour* paper, or reading a paper that does not fit in these categories, which is labeled *Other*. The omitted category is not reading a newspaper at all.)

Explanatory variables (measured in 1992 except Treatment)	*All (DV: Vote Labour in 1997)*
Newspaper read in 1996	
Switched to Labour	0.57
	(0.14)
Faithful Conservative	-0.06
	(0.13)
Faithful Labour	0.48
	(0.14)
Other	-0.39
	(0.18)
Prior Labour Vote	0.86
	(0.19)
Prior Conservative Vote	-0.19
	(0.20)
Prior Liberal Vote	-0.22
	(0.19)
Prior Labour Party Identification	0.91
	(0.24)
Prior Conservative Party Identification	-0.31
	(0.23)
Prior Liberal Party Identification	0.54
	(0.18)
Prior Labour Party Support	0.04
	(0.18)
Prior Conservative Party Support	0.34
	(0.18)
Prior Middle Political Knowledge	-0.21
	(0.12)
Prior High Political Knowledge	-0.30
	(0.14)
Prior Television Viewer	0.16
	(0.10)
Prior Daily Newspaper Reader	-0.26
	(0.11)
Prior Ideology	1.05

	(0.59)
Prior Ideological Moderation	0.54
	(0.44)
Prior Authoritarianism	-0.13
	(0.36)
Prior Trade Union Member	0.02
	(0.11)
Prior Working-Class Identification	0.18
	(0.10)
Parents Voted Labour	0.12
	(0.09)
Prior Coping with Mortgage	-0.08
	(0.13)
Prior Education: O Level or Equivalent	0.12
	(0.18)
Prior Education: A Level or Equivalent	0.09
	(0.20)
Prior Education: Some Higher Education	-0.07
	(0.19)
Prior Education: College Degree	0.08
	(0.19)
Prior Income: £6000-£11,999	0.32
	(0.15)
Prior Income: £12,000-£19,999	-0.04
	(0.16)
Prior Income: £20,000+	0.03
	(0.16)
Prior Income: No Income Given	-0.08
	(0.19)
Prior Age: 25-34	-0.40
	(0.20)
Prior Age: 35-44	-0.24
	(0.20)
Prior Age: 45-54	-0.41
	(0.21)
Prior Age: 55-59	-0.76
	(0.25)
Prior Age: 60-64	-0.34
	(0.25)
Prior Age: 65+	-0.57
	(0.23)
Prior Age: not given	-0.72
	(0.45)
Gender	-0.12
	(0.10)

White	-0.91
	(0.30)
Prior Profession: Employer/	-0.11
Business Owner	(0.37)
Prior Profession: Professional	-0.29
	(0.42)
Prior Profession: Non-manual	-0.09
Laborer	(0.36)
Prior Profession: Personal Service	-0.05
	(0.40)
Prior Profession: Manual Laborer	-0.13
	(0.37)
Prior Profession: Other	-0.59
	(0.41)
Constant	0.00
	(0.88)
Log likelihood	-594.0
n	1593
Region fixed effects	X

All covariates vary between 0 and 1. Includes fixed effects for region, with coefficients not reported. Standard errors are in parentheses.

Panel Attrition

As we discuss in the paper, one might worry that strong conservative supporters would drop out of the panel because they would rather not talk about politics in 1997. If so, the remaining individuals in the panel would be potentially more susceptible to persuasion. In fact, however, strong Conservative supporters are less likely, not more likely, to drop out. 1992 Labour voters are about 3% more likely to drop out than 1992 Conservative voters. On Prior Ideology, moderates are most likely to drop out, followed by liberals, then by conservatives.

The figure below shows that individuals with the highest Prior Labour Party Support (measured in 1992, see Table 1 in the paper for details) dropped out of the panel at a higher rate than did those with the lowest support: 50% versus 43%.

Figure 3S: Attrition rate between 1992 and 1997 by Support for Labour Party in 1992
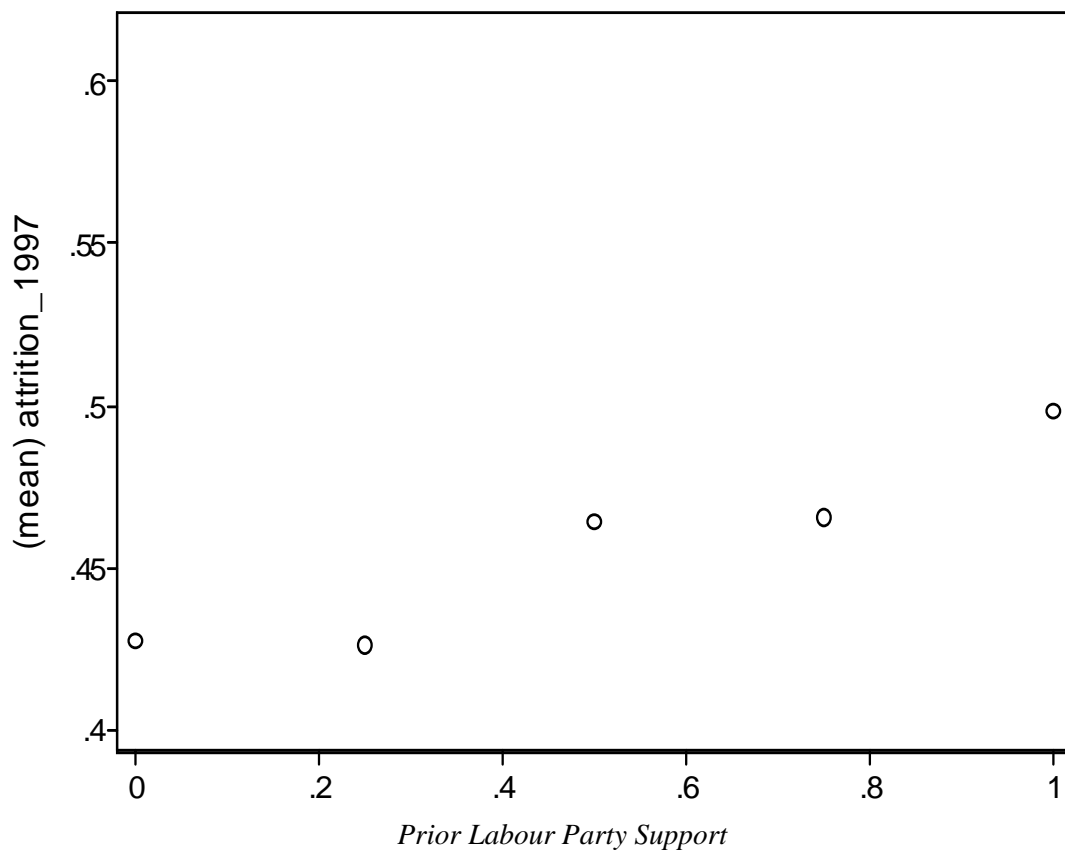
Further Addressing Concerns about Self-Selection

In the paper, we address concerns about self-selection between the 1992 and 1996 waves. Concerns about self-selection are also mitigated by the fact that panel members do not appear to have foreseen the switch in advance. In every panel wave, respondents were asked which party their newspaper favored. In general, Conservative paper readers saw their papers shift against the Conservative Party between 1992 and 1996. For the *Sun*, this is a sizable shift: 80% and 51% of its readers thought they favored the Conservatives in 1992 and 1994, respectively. But this is very similar in magnitude to other Conservative papers. After this initial drop, however, perceptions remained stable. In the *Sun*'s case, 47% thought they supported the Conservatives in 1995 and 57% in 1996. In a manipulation check, we find that in their post 1997 election interviews, after the *Sun* had switched, only 2% still thought it backed the Conservatives.

Table 8S: Change in Readership by Paper Read in 1992

This table shows the patterns of newspaper readership discussed in the paper. We see no evidence that 1992 Conservative voters shifted away from switching papers between 1992 and 1996 (when we measure readership). Only after 1996 do we do see some evidence of this behavior. Thus, self-selection seems unlikely to bias estimates because we measure the treatment in 1996.

Readers of switching paper in 1992			
All	**Readership in 1992**	**Readership in 1996**	**Readership in 1997**
Read Tory Paper	0.0	5.7	7.8
Read Labour Paper	0.0	7.4	4.8
Read Switching Paper	100.0	63.5	57.4
Read the Times	0.0	2.6	3.5
Did Not Read	0.0	18.3	15.2
Read Other	0.0	2.6	11.3
n	230	230	230

Voted for Labour in 1992	**Readership in 1992**	**Readership in 1996**	**Readership in 1997**
Read Tory Paper	0.0	1.4	1.4
Read Labour Paper	0.0	11.3	4.2
Read Switching Paper	100.0	63.4	63.4
Read the Times	0.0	2.8	2.8
Did Not Read	0.0	18.3	16.9
Read Other	0.0	2.8	11.3
n	71	71	71

Voted for the Tories in 1992	**Readership in 1992**	**Readership in 1996**	**Readership in 1997**
Read Tory Paper	0.0	9.4	11.8
Read Labour Paper	0.0	3.5	3.5
Read Switching Paper	100.0	63.5	50.6
Read the Times	0.0	4.7	5.9
Did Not Read	0.0	17.7	17.7
Read Other	0.0	1.2	10.6
n	85	85	85

Readers of Tory papers in 1992			
	Readership in 1992	**Readership in 1996**	**Readership in 1997**
Read Tory Paper	100.0	68.2	67.0
Read Labour Paper	0.0	4.7	3.1
Read Switching Paper	0.0	5.0	3.4
Read the Times	0.0	3.1	3.1
Did Not Read	0.0	15.9	14.6
Read Other	0.0	3.1	8.7
n	321	321	321

Readers of Labour papers in 1992

	Readership in 1992	Readership in 1996	Readership in 1997
Read Tory Paper	0.0	7.1	7.1
Read Labour Paper	100.0	70.5	62.7
Read Switching Paper	0.0	7.6	6.6
Read the Times	0.0	1.0	0.5
Did Not Read	0.0	11.0	13.2
Read Other	0.0	2.9	10.0
n	410	410	410

"What Can Go Wrong" with Matching

Reviewer #2 asked for information about what can go wrong with matching. Here, we excerpt a discussion on this issue from the following paper and then discuss briefly why we avoid the potential problems they raise.

Ho, Daniel E., Kosuke Imai, Gary King, and Elizabeth A. Stuart. 2007. "Matching as Nonparametric Preprocessing for Reducing Model Dependence in Parametric Causal Inference." *Political Analysis* 15 (3): 199-236.

8 What Can Go Wrong

The advantage of matching is that it is relatively robust to small changes in procedures and produces a data set that is by design less sensitive to modeling assumptions. However, like any method, using it badly or to ill effect is certainly possible. Thus, in this section, we discuss four ways in which preprocessing can go wrong and how researchers might try to avoid these problems.

First, since the curse of dimensionality affects balancing diagnostics, we may well miss a higher dimensional aspect of imbalance when checking lower dimensional summaries. Even if we are uninterested in testing these with our parametric model, they can affect our estimates. Such will be the case with parametric models with or without preprocessing, and so in all but the most unusual cases preprocessing should at least not make things worse. One pathological case where preprocessing could hurt is if some covariate has a huge effect on the outcome variable and preprocessing slightly reduces balance on this variable but improves it for all the others. A researcher might be fooled into choosing a matching trade-off like this if he or she were not aware of the large effect of this covariate. Carefully evaluating what covariates are likely to have the largest effects, and using multiple measures of balance, are essential to avoid this pitfall.

Second, as with all statistical methods, a bias-variance trade-off exists for matching. If we drop many observations during preprocessing, and balance is not substantially improved, the mean squared error (or other mean-variance summary) of the estimated causal effect might actually increase. Users must pay close attention to this trade-off during the process of matching, but unfortunately no precise rules exist for how to make these choices. In particular, the methodological literature offers no formal estimates of mean squared error and so in marginal cases it can be difficult to know whether or how much preprocessing will help. Of course, dropping observations does not necessarily mean that preprocessing is worse since improving balance can also increase efficiency, and in any event including imbalanced observations requiring extrapolation in a parametric analysis
merely produces false precision. So although estimated standard errors may increase in some cases with preprocessing, they would likely be more accurate. Moreover, in many situations, eliminating observations far from the rest of the data as matching does will reduce heterogeneity and thereby further reduce variance.

Third, the matching literature offers a large number of possible and seemingly ad hoc procedures. From one perspective, we might be concerned about the sensitivity of our

results to changes in this process, just as we have been concerned with the sensitivity of causal effect estimates to parametric modeling assumptions. This is not normally viewed as a major issue since the right procedure is the one that maximizes balance (with n as large as possible), no matter how many procedures we try. By applying this criterion in a disciplined way (i.e., without consulting Y) to a large number of possible matching procedures, no choices are open to the analyst. Instead, researchers should merely run as many as possible and choose by maximizing balance. Unlike parametric modeling exercises, we need not choose this matching procedure or another; we merely run as many as feasible, particularly those most likely to reduce bias and model dependence, and apply this criterion.

Finally, by dropping observations, we may wind up losing some critically important cases or may change either the information base of our sample or, in special cases such as when dropping treated units, the definition of the causal effect. Examining the dropped cases provides an easy diagnostic for this problem. However, we must be alert to the problem that if we learn that some critical units are dropped, then it may mean that no appropriate matches can be found for them. In this situation, we may be forced to conclude that the data do not contain sufficient information to answer the questions posed, no matter what method is chosen.

Discussion of These Problems for Our Findings

We do not think that any of these problems apply to our case. In part, this is because we use matching as a robustness check. We find essentially the same results in bivariate analyses, in models that include many controls, with instrumental variables estimates, and with two approaches to matching (exact and genetic). If we only found our results in the matching estimates, we would be more concerned about potential problems with matching. We also avoid the problems they raise by taking additional steps that we now describe.

The first concern Ho et al. (2007) raise is that matching might prioritize balance on less important variables at the cost of imbalance on more important variables. We address this by specifying, in the analysis with exact and genetic matching, that prior vote, prior partisan identification, prior party approval, and political knowledge be exactly matched. As is evident in the balance table (Table 3 in the paper, see also the additional balance statistics below), the matching procedures eliminate differences between the treated and untreated groups on these variables. In this way, we ensure that the matching does not create imbalances on these most-important variables.

Another concern they raise is that imbalances may continue to exist on higher order statistics, such as the treatment and control groups having different variances on matched covariates. To address these concerns, we present numerous additional balance statistics below. These statistics suggest that the treatment and control groups are very similar after the genetic matching.

Finally, Ho et al. (2007) also discuss potential problems with dropping observations. In our case, we have so many more potential control cases that dropping unmatched control cases only brings benefits. By dropping them, we are eliminating individuals in the control group who are very different from treated individuals on important characteristics. Because they are so different, comparing the treated with these control individuals could lead to incorrect inferences.

Additional Balance Statistics for Genetic Matching

For details on these balance statistics see:

Sekhon, Jasjeet S. 2007a. "Alternative Balance Metrics for Bias Reduction in Matching Methods for Causal Inference." University of California, Berkeley. Typescript.
Sekhon, Jasjeet S. 2007b. "Matching." Version 4.3-1. University of California, Berkeley, http://sekhon.berkeley.edu.
Sekhon, Jasjeet S. Forthcoming. "Multivariate and Propensity Score Matching Software with Automated Balance Optimization." *Journal of Statistical Software*.

Prior Labour Vote

	Before Matching	After Matching
mean treatment........	0.38863	0.38863
mean control..........	0.32272	0.38863
std mean diff.........	13.489	0
mean raw eQQ diff.....	0.066351	0
med raw eQQ diff.....	0	0
max raw eQQ diff.....	1	0
mean eCDF diff........	0.032952	0
med eCDF diff........	0.032952	0
max eCDF diff........	0.065905	0
var ratio (Tr/Co).....	1.0914	1
T-test p-value........	0.067572	1

Prior Conservative Vote

	Before Matching	After Matching
mean treatment........	0.38863	0.38863
mean control..........	0.40376	0.38863
std mean diff.........	-3.0981	0
mean raw eQQ diff.....	0.014218	0
med raw eQQ diff.....	0	0
max raw eQQ diff.....	1	0
mean eCDF diff........	0.0075685	0
med eCDF diff........	0.0075685	0
max eCDF diff........	0.015137	0
var ratio (Tr/Co).....	0.99093	1
T-test p-value........	0.67561	1

Prior Liberal Vote

	Before Matching	After Matching
mean treatment........	0.15640	0.15640
mean control..........	0.18813	0.15640
std mean diff.........	-8.7161	0
mean raw eQQ diff.....	0.033175	0
med raw eQQ diff.....	0	0
max raw eQQ diff.....	1	0
mean eCDF diff........	0.015868	0
med eCDF diff........	0.015868	0
max eCDF diff........	0.031735	0
var ratio (Tr/Co).....	0.8673	1
T-test p-value........	0.24397	1

Prior Labour Party Support

```
                        Before Matching        After Matching
mean treatment........    0.48717               0.48717
mean control.........     0.46235               0.49171
std mean diff........      7.578                -1.3855

mean raw eQQ diff.....    0.024653              0.014419
med  raw eQQ diff.....         0                     0
max  raw eQQ diff.....      0.25                  0.25

mean eCDF diff........    0.018503              0.012638
med  eCDF diff........    0.012172              0.011848
max  eCDF diff........    0.047561              0.028436

var ratio (Tr/Co).....     1.0230                1.0768
T-test p-value........    0.30541               0.68282
KS Bootstrap p-value..     0.4012                0.9144
KS Naive p-value......    0.80202                     1
KS Statistic..........    0.047561              0.028436
```

Prior Labour Party Identification

```
                        Before Matching        After Matching
mean treatment........    0.33649               0.33649
mean control.........     0.31476               0.34123
std mean diff........      4.5883               -1.0006

mean raw eQQ diff.....    0.023697              0.0047393
med  raw eQQ diff.....         0                     0
max  raw eQQ diff.....         1                     1

mean eCDF diff........    0.010866              0.0023697
med  eCDF diff........    0.010866              0.0023697
max  eCDF diff........    0.021732              0.0047393

var ratio (Tr/Co).....     1.0393                0.9932
T-test p-value........    0.53423               0.70574
```

Prior Conservative Party Identification

```
                        Before Matching        After Matching
mean treatment........    0.41232               0.41232
mean control.........     0.41896               0.40758
std mean diff........     -1.3448                0.9605

mean raw eQQ diff.....    0.0047393             0.0047393
med  raw eQQ diff.....         0                     0
max  raw eQQ diff.....         1                     1

mean eCDF diff........    0.0033179             0.0023697
med  eCDF diff........    0.0033179             0.0023697
max  eCDF diff........    0.0066358             0.0047393

var ratio (Tr/Co).....     0.99942               1.0035
T-test p-value........    0.85576               0.78175
```

Prior Liberal Party Identification

```
                           Before Matching          After Matching
mean treatment........      0.13270                  0.13270
mean control.........       0.15412                  0.12796
std mean diff........       -6.2998                  1.3937

mean raw eQQ diff.....     0.023697                 0.0047393
med  raw eQQ diff.....         0                        0
max  raw eQQ diff.....         1                        1

mean eCDF diff........     0.010712                 0.0023697
med  eCDF diff........     0.010712                 0.0023697
max  eCDF diff........     0.021423                 0.0047393

var ratio (Tr/Co).....      0.88637                  1.0314
T-test p-value.......       0.3987                   0.70574
```

Prior Conservative Party Support

```
                           Before Matching          After Matching
mean treatment........      0.5237                   0.5237
mean control.........       0.52058                  0.51896
std mean diff........       0.93566                  1.4241

mean raw eQQ diff.....    0.0061025                 0.023697
med  raw eQQ diff.....         0                        0
max  raw eQQ diff.....       0.25                     0.25

mean eCDF diff........    0.0075828                 0.018957
med  eCDF diff........    0.0078703                 0.014218
max  eCDF diff........     0.012603                 0.042654

var ratio (Tr/Co).....      0.9981                   1.1181
T-test p-value........      0.89937                  0.72395
KS Bootstrap p-value..      0.99                     0.7068
KS Naive p-value......       1                       0.99075
KS Statistic.........      0.012603                 0.042654
```

Prior Political Knowledge

```
                           Before Matching          After Matching
mean treatment........      0.54502                  0.54502
mean control.........       0.67113                  0.55213
std mean diff........       -32.916                  -1.8556

mean raw eQQ diff.....     0.12559                  0.021327
med  raw eQQ diff.....         0                        0
max  raw eQQ diff.....       0.5                      0.5

mean eCDF diff........     0.08407                  0.014218
med  eCDF diff........     0.10719                  0.014218
max  eCDF diff........     0.14502                  0.028436

var ratio (Tr/Co).....      1.1434                   1.0843
T-test p-value........ 1.0532e-05                    0.60182
KS Bootstrap p-value..      2e-04                    0.7874
KS Naive p-value...... 0.00090618                     1
KS Statistic.........      0.14502                  0.028436
```

Prior Working-Class Identification

```
                          Before Matching        After Matching
mean treatment........      0.71564                0.71564
mean control.........       0.58123                0.71677
std mean diff........        29.724               -0.24933

mean raw eQQ diff.....      0.13473              0.0043633
med  raw eQQ diff.....            0                      0
max  raw eQQ diff.....            1                0.57927

mean eCDF diff........      0.11216              0.0023697
med  eCDF diff........      0.13424              0.0023697
max  eCDF diff........      0.13605              0.0047393

var ratio (Tr/Co).....      0.84184                 1.0135
T-test p-value........ 8.9685e-05                 0.88309
KS Bootstrap p-value.. < 2.22e-16                 0.9894
KS Naive p-value......  0.0022818                      1
KS Statistic.........       0.13605              0.0047393
```

Parents Voted Labour

```
                          Before Matching        After Matching
mean treatment.......       0.43602                0.43602
mean control.........       0.35384                0.43602
std mean diff........        16.534                      0

mean raw eQQ diff.....     0.080569                      0
med  raw eQQ diff.....            0                      0
max  raw eQQ diff.....            1                      0

mean eCDF diff........     0.041092                      0
med  eCDF diff........     0.041092                      0
max  eCDF diff........     0.082184                      0

var ratio (Tr/Co).....       1.0799                      1
T-test p-value........     0.025375                      1
```

Prior Television Viewer

```
                          Before Matching        After Matching
mean treatment.......       0.21801                0.21801
mean control.........       0.28944                0.20853
std mean diff........       -17.258                 2.2902

mean raw eQQ diff.....      0.07109              0.0094787
med  raw eQQ diff.....            0                      0
max  raw eQQ diff.....            1                      1

mean eCDF diff........     0.035713              0.0047393
med  eCDF diff........     0.035713              0.0047393
max  eCDF diff........     0.071426              0.0094787

var ratio (Tr/Co).....      0.83228                 1.0329
T-test p-value........     0.021901                0.56401
```

Prior Ideology

	Before Matching	After Matching
mean treatment.......	0.54993	0.54993
mean control.........	0.535	0.54842
std mean diff........	8.1908	0.8274
mean raw eQQ diff.....	0.021349	0.020957
med raw eQQ diff.....	0	0
max raw eQQ diff.....	0.09091	0.09091
mean eCDF diff........	0.026593	0.022860
med eCDF diff........	0.027951	0.018957
max eCDF diff........	0.052945	0.056872
var ratio (Tr/Co).....	0.85258	1.3228
T-test p-value........	0.27411	0.85725
KS Bootstrap p-value..	0.4626	0.6974
KS Naive p-value......	0.6839	0.88455
KS Statistic.........	0.052945	0.056872

Prior Authoritarianism

	Before Matching	After Matching
mean treatment.......	0.5789	0.5789
mean control.........	0.57032	0.57254
std mean diff........	5.6916	4.2149
mean raw eQQ diff.....	0.014950	0.027072
med raw eQQ diff.....	0	0.04
max raw eQQ diff.....	0.12	0.24
mean eCDF diff........	0.023224	0.032731
med eCDF diff........	0.019307	0.035545
max eCDF diff........	0.049633	0.07583
var ratio (Tr/Co).....	1.2888	1.5628
T-test p-value........	0.43507	0.50069
KS Bootstrap p-value..	0.5124	0.3648
KS Naive p-value......	0.75798	0.57888
KS Statistic.........	0.049633	0.07583

Prior Trade Union Member

	Before Matching	After Matching
mean treatment.......	0.21801	0.21801
mean control.........	0.24023	0.19905
std mean diff........	-5.3693	4.5804
mean raw eQQ diff.....	0.023697	0.018957
med raw eQQ diff.....	0	0
max raw eQQ diff.....	1	1
mean eCDF diff........	0.011111	0.0094787
med eCDF diff........	0.011111	0.0094787
max eCDF diff........	0.022222	0.018957
var ratio (Tr/Co).....	0.9378	1.0693
T-test p-value........	0.47011	0.61739

Prior Coping with Mortgage

```
                          Before Matching          After Matching
mean treatment........     0.70853                   0.70853
mean control.........      0.66218                   0.6909
std mean diff........       12.62                     4.799

mean raw eQQ diff.....     0.047393                  0.017625
med  raw eQQ diff.....         0                         0
max  raw eQQ diff.....        0.5                       0.5

mean eCDF diff.......      0.047955                  0.013033
med  eCDF diff.......      0.064343                  0.016588
max  eCDF diff.......      0.066152                  0.018957

var ratio (Tr/Co).....     0.95013                   0.94766
T-test p-value........     0.089945                  0.57228
KS Bootstrap p-value..      0.0924                    0.8952
KS Naive p-value......      0.39966                     1
KS Statistic.........      0.066152                  0.018957
```

Prior Education

```
                          Before Matching          After Matching
mean treatment........     0.74763                   0.74763
mean control.........      0.64237                   0.73934
std mean diff........       32.804                    2.5846

mean raw eQQ diff.....     0.10664                   0.0082938
med  raw eQQ diff.....         0                         0
max  raw eQQ diff.....        0.5                       0.25

mean eCDF diff.......      0.084211                  0.0066351
med  eCDF diff.......      0.11887                       0
max  eCDF diff.......      0.14158                   0.028436

var ratio (Tr/Co).....     0.80773                   1.0158
T-test p-value........ 1.7235e-05                    0.59702
KS Bootstrap p-value.. < 2.22e-16                    0.8844
KS Naive p-value......   0.0013000                     1
KS Statistic.........      0.14158                   0.028436
```

Prior Income

	Before Matching	After Matching
mean treatment........	0.48717	0.48717
mean control.........	0.56077	0.49605
std mean diff........	-21.562	-2.6013
mean raw eQQ diff.....	0.073308	0.015718
med raw eQQ diff.....	0	0
max raw eQQ diff.....	0.30454	0.30454
mean eCDF diff.......	0.075688	0.011058
med eCDF diff.......	0.076589	0.0094787
max eCDF diff.......	0.092249	0.042654
var ratio (Tr/Co).....	1.1196	1.0773
T-test p-value........	0.0035862	0.53027
KS Bootstrap p-value..	0.032	0.8098
KS Naive p-value......	0.088705	0.99075
KS Statistic.........	0.092249	0.042654

Prior Age

	Before Matching	After Matching
mean treatment........	0.46922	0.46922
mean control.........	0.48763	0.46634
std mean diff........	-5.9425	0.93056
mean raw eQQ diff.....	0.022346	0.019119
med raw eQQ diff.....	0	0
max raw eQQ diff.....	0.16667	0.16667
mean eCDF diff.......	0.034690	0.011301
med eCDF diff.......	0.043534	0.0047393
max eCDF diff.......	0.051855	0.047393
var ratio (Tr/Co).....	1.0648	1.1681
T-test p-value........	0.42022	0.7886
KS Bootstrap p-value..	0.3556	0.725
KS Naive p-value......	0.7086	0.97177
KS Statistic.........	0.051855	0.047393

Gender

```
                          Before Matching         After Matching
mean treatment........      0.45498                0.45498
mean control..........      0.55572                0.45498
std mean diff.........      -20.182                      0

mean raw eQQ diff.....     0.099526                      0
med  raw eQQ diff.....            0                      0
max  raw eQQ diff.....            1                      0

mean eCDF diff........      0.05037                      0
med  eCDF diff........      0.05037                      0
max  eCDF diff........      0.10074                      0

var ratio (Tr/Co).....       1.0084                      1
T-test p-value........    0.0066971                      1
```

White

```
                          Before Matching         After Matching
mean treatment........      0.98578                0.98578
mean control..........      0.97612                0.98578
std mean diff.........       8.1406                      0

mean raw eQQ diff.....     0.014218                      0
med  raw eQQ diff.....            0                      0
max  raw eQQ diff.....            1                      0

mean eCDF diff........    0.0048302                      0
med  eCDF diff........    0.0048302                      0
max  eCDF diff........    0.0096604                      0

var ratio (Tr/Co).....      0.60375                      1
T-test p-value........      0.29155                      1
```

Before Matching Minimum p.value: < 2.22e-16
Variable Names: Xwkclass Xhedqul92

After Matching Minimum p.value: 0.3648
Variable Name: Xauth92