Supplemental Appendix for Reviewers

This Supplemental Appendix provides relevant information for reviewers and interested readers. The first section documents how we evaluated the validity of our instrumented measure of partianship. The second section reports the results for all control variables included in the models estimated for Tables 1 and 2 in the manuscript.

Supplemental Appendix 1: Evaluating the Instrumented Measure of Partisanship

Our instrumented measure of partisanship contains theoretically desirable properties. Here we seek to evaluate the empirical qualities of the measure. Table A-1 offers an indication of how well the variables in our first stage regression account for the variation in partisanship. Although we use the individual coefficients to estimate values of partisanship, the total number of variables in the model is too numerous report in a table, so we report p-values for block F-tests for the groups of variables (with the exception of the p-value for media exposure, which coincides with a single variable). The block F-tests indicate that all variable groups are statistically significant. That is, the probability that each group of variables does *not* help

¹As noted in the text, Media Exposure is a variable based on exposure to 105 television programs and 124 radio programs and networks that have each been coded for their partisan orientation. Demographic variables include race (White, African American, Asian, Other), gender, age, education, marital status (never married, married, separated, widowed, divorced), individual income level, whether or not unemployed, whether or not of Hispanic origin, religion (Jewish, Lutheran, Methodist, Muslim, Presbyterian, United Church of Christ, No religion, Episcopal, Conservative Evangelical, Other), region (a dichotomous indicator for each state plus indicators for Atlanta, Detroit, Houston, Los Angeles, Philadelphia, and San Francisco). Group Membership variables include whether or not a respondent belongs to a union, fraternal order, religious club, AARP, veterans club, country club, health club, local government, human rights organization, or environmental organization. Political Issues and Activities include political ideology (very conservative, somewhat conservative, middle of the road, somewhat liberal, very liberal, don't know), whether or not a respondent considers him/herself pro-life (agree a lot, agree a little, neither, disagree a little, disagree a lot), is willing to volunteer for an environmental organization (agree a lot to disagree a lot), is broadminded, openminded, liberal (agree a lot to disagree a lot), money is the best measure of success (agree a lot to disagree a lot), worries a lot about himself/herself (agree a lot to disagree a lot), believes pornographic movies/shops should close (agree a lot to disagree a lot), believes homosexuals should not be allowed to teach (agree a lot to disagree a lot), and whether or not a respondent has ever written an elected official, visited an elected official, been active in local civic issues, or done any non-political volunteer work.

explain partisanship is essentially zero. It is also worth noting that the R² reported in Table A-1 suggests we account for nearly a third of the individual level variation in partisanship. The explanatory power of our first stage regression is significantly larger than that reported in previous research employing Franklin's (1989) 2SAIV (see, for example, Bartels 1994, Zaller 1992).

Table A-1: Model of Partisanship

Block of Coefficients	p-value for block F-tests
Media Exposure	0.000
Demographics	0.000
Group Membership	0.000
Political Issues & Activities	0.000
\mathbb{R}^2	0.294
$Adj. R^2$	0.288
N	12,063

Note: Cells reflect block F-tests except for media exposure which corresponds to a single variable. In each case, the p-value represents the probability that the group of variables (or variable) does *not* help explain party identification.

Considering that our model of partisanship includes long-term influences on partisanship (i.e., demographic variables and group membership), political attitudes and behaviors, and partisan media exposure, the results of Table A-1 are reassuring and suggest that the model of partisanship is theoretically and empirically sound. Yet, given the importance of partisanship for our theoretical expectations, we want to further ensure that our use of 2SAIV produces a valid measure of party identification. Since we have self-reported partisanship in 2001, our strategy is to see how well our instrumented measure of partisanship "recovers" self-reported partisanship. That is, in 2001, what percent of our instrumented Democrats and Republicans actually self-identify as Democrats and Republicans?

Table A-2 presents the self-reported partisan composition for various values of our instrumented measure of partisanship. The table cells report the percentage of self-identified partisans that corresponds with the most partisan (according to the instrumented measure of partisanship) 10 and 33 percent of respondents. The first column shows that in the 2001 surveys, coding the 10 percent most Democratic respondents (according to our instrumented measure of partisanship) as Democrats correctly classifies the partisanship of 79 percent of these respondents. We would only misclassify 5 percent as Republicans. Column 2 shows that our instrumented partisan measure is even more accurate for Republicans. Coding the 10 percent most Republican (according to our instrumented measure) as Republicans would correctly recover the partisanship of 88 percent of these respondents.

Table A-2: Percent of Partisan Identifiers Correctly Classified by our Instrumented Measure of Partisanship

	Instrumented Partisanship					
Self-declared Partisanship	10% most	10% most	33% most	33% most		
	Democratic	Republican	Democratic	Republican		
Democrat	79.27%	3.98%	67.42 %	12.64%		
Independent	15.42	7.79	19.17	12.96		
Republican	5.31	88.23	13.41	74.40		
N	1,206	1,206	3,981	3,981		

Note: Cells reflect the distribution of self-declared partisans within various extremes of our instrumented measure of partisanship.

Not surprisingly, our predictive accuracy declines if we divide our instrumented measure of partisanship into thirds. Yet our measure of partisanship still performs well. Of the 3,981 respondents classified as Democrats, 67 percent self-identified as Democrats in the survey. For Republicans, the corresponding value is 74 percent. Furthermore, political surveys, such as the American National Election Study, typically probe as to whether independents lean toward one party or the other. Given that the NCS did not probe independents, it is not surprising that our instrumented measure of partisanship, which is continuous, predicts some self-identified independents are partisans. We strongly suspect that some, and perhaps most, of these independents would have identified as partisan leaners had the option been available. Of course, we acknowledge those who self-identify with the opposite party as pure errors.

For both Democrats and Republicans, we would fully misclassify only 12 to 13 percent of respondents.

At face value, the predictive power of our partisan measure is impressive, considering that the self-reported partisan values we are trying to predict are liable to contain some measurement error. Thus, even a perfect instrument of partisanship would not fully recover self-declared partisanship. To illustrate this point we use the panel component of the 2000 National Annenberg Election Study (NAES). Our interest is how closely respondents' selfdeclared partisanship corresponds across the two waves of the panel.² In other words, how well would we predict self-reported partial by knowing the same respondent's reported partisanship approximately 4 months later?³ The percentage correctly classified provides a conservative benchmark for our instrumented measure of partial partial partial banchmark for our instrumented measure of partial banchmark for our instrumented measure our instrumented measure of partial banchmark for our instrumented measure of partial banchmark for our instrumented measure of better predictor of an individual's reported partisanship than the same individual's reported partisanship just a few months later. Of the 2,034 Republicans in the second wave of the 2000 NAES panel, 86.35 percent identified as Republicans in the first wave of the panel. Of the 2,020 Democrats in the second wave of the panel, 84.65 offered the same response in the first wave of the panel.⁴ These values are in between the percent correctly classified by our instrumented measure of partisanship in the first two columns of Table A-2. In other words, at the tenth percentile, our instrumented measure of partisanship recovers selfreported partisanship as accurately as knowing that *same* person's self-reported partisanship just a few months later. This result also suggests that the 67 and 74 percent accuracy reported in columns 3 and 4 should be compared to a benchmark of approximately 85

²The median time interval between interviews was 114 days and the mean interval was 136.5 days.

³The specific question, "Generally speaking, do you usually think of yourself as a Republican, a Democrat, an independent or something else?" corresponds with the panel variables cV01 and rV01.

⁴We obtain similar results comparing respondents in the 2000 and 2002 waves of the ANES panel study. Specifically, if we guessed partisanship in 2000 based on the respondent's partisanship in 2002, we would correctly classify 82.46 percent of Republicans and 87.80 of Democrats. We must keep in mind that approximately 1/3 or respondents failed to complete the second wave of the ANES panel. This attrition rate likely overestimates partisan stability because those most interested in politics are most likely to stay in the panel (e.g., Bartels 1999).

percent, not 100 percent. The combined evidence suggests that 2SAIV worked exactly as expected.

References

- Bartels, Larry. 1999. "Panel Effects in the American National Election Studies." *Political Analysis* 8:1–20.
- Bartels, Larry M. 1994. "The American Public's Defense Spending Preferences in the Post-Cold War Era." *Public Opinion Quarterly* 58:479–508.
- Franklin, Charles H. 1989. "Estimation across data sets: Two–stage auxillary instrumental variables estimation (2SAIV)." *Political Analysis* 1:1–24.
- Zaller, John R. 1992. *The Nature and Origins of Mass Opinion*. New York: Cambridge University Press.

Supplemental Appendix 2: Complete Results for Tables 1 and 2

Tables 1 and 2 reported in the manuscript do not show the results for control variables. Tables A-3 and A-4, below, replicate Tables 1 and 2, this time showing the results for all control variables in the models.⁵

Table A-3: The Effects of the 2000 Presidential Election on Partisan Consumer Behavior

	Family/Steak	Fast Food	Grocery	Attend	Gallons of
	Restaurants	Restaurants	Restaurants Trips Movies Ga		Gas/Diesel
Partisanship	0.188*	0.129*	-0.226*	-0.139*	0.584*
	(0.067)	(0.045)	(0.069)	(0.042)	(0.170)
Post Election	0.067	-1.697*	-0.265^*	-0.035	0.096
	(0.045)	(0.031)	(0.047)	(0.029)	(0.114)
6 Months Post Election	0.156*	-1.529*	-0.786*	0.048	0.294*
	(0.043)	(0.029)	(0.044)	(0.027)	(0.108)
Partisanship X	0.246*	-0.056	0.229*	0.133^{*}	-0.228
Post Election	(0.095)	(0.061)	(0.099)	(0.060)	(0.241)
Partisanship X	0.000	-0.106	-0.150	-0.014	0.112
6 Mo. Post Election	(0.090)	(0.058)	(0.092)	(0.055)	(0.227)
Education	-0.030*	-0.044*	0.034*	0.079*	-0.068*

⁵Control variables are coded as follows. Education refers to highest level completed (Grade School (8 years or less), High School (9-11 years), High School Degree, Less than 1 year of college, 1 year of college, 2 years of college, 3 years of college, college graduate, attended graduate school (no degree), graduate school degree). House hold income: (less than \$5,000, \$5,000-\$7,499, \$7,500-\$9,999, \$10,000-\$12,499, \$12,500- $\$14,999,\ \$15,000-\$19,999,\ \$20,000-\$24,999,\ \$25,000-\$29,999,\ \$30,000-\$34,999,\ \$35,000-\$39,999,\ \$40,000-\$39,999,\$ $\$44,999,\ \$45,000-\$49,999,\ \$50,000-\$59,999,\ \$60,000-\$74,999,\ \$75,000-\$99,999,\ \$100,000-\$149,999,\ \$150,000-\$149,999,\ \1 \$249,999, \$250,000 or more); Age: (18, 19, 20, 21, 22-24, 25-29, 30-34, 35-39, 40-44, 50-54, 55-59, 60-64, 65-69, 70-74, 75+); Male (1=male, 0=female); White=1, African American=1, Asian=1, Other=0; Hispanic origin=1, Not Hispanic origin=0; Married=1, Not Married (Never married, separated, widowed, divorced)=0; Engaged=1, Not Engaged=0; Number of Children (0, 1, 2, 3, 4, 5, 6, 7, 8, 9 or more); Number of adults (0, 1, 2, 3, 4, 5, 6 or more); Spouse employed full or part time=1, spouse not employed=0; Retired=1, Temporarily Unemployed=1, Disabled=1, Full time student=1, Homemaker=1, Never Worked/Not Employed=0; Hours worked (weekly: 0, 1-14, 15-29, 30-24, 35-39, 40, 41-50, 51 or more); Live in a house=1, Live in a mobile home=1, live in condominium/apartment=0; Own a vacation home=1, do not own a vacation home=0, rent a vacation home=1, do not rent a vacation home=0, own a time share=1, do not own a time share=0, Jewish=1, Muslim=1, Catholic=1, All other religions=0, Largest counties (counties belonging to the 21 largest metropolitan areas based on household counts from the latest U.S. Census)=1, Large counties (Remaining counties that are in metropolitan areas with more than 85,000 households according to the latest U.S. census)=1, Moderate counties (Remaining counties that either have over 20,000 households or are in metropolitan areas with over 20,000 households according to the latest U.S. census)=1, All remaining counties=0; Region of the country is based on the Nielsen Marketing Regions (New England=1, New York Metro=1, Mid-Atlantic=1, East Central=1, Metropolitan Chicago=1, West Central=1, South East=1, South West=1, Greater Los Angeles=1, Other Pacific=1, Pacific Other=0.

Table A-3 – continued from previous page

Restaurants	Table	Family/Steak	Fast Food	Grocery	Attend	Gallons of
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Table A-3 - continued from previous page

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Live in a House -0.015 (0.058) 0.051 (0.038) -0.240° (0.035) -0.145° (0.147° (0.147°) Live in a Mobile Home (0.068) (0.058) (0.060) (0.035) (0.147) Live in a Mobile Home (0.104) -0.060 (0.055) -0.060 (0.046° (0.077°) (0.074°) 2.844° (0.261) Own Vacation Home (0.075) (0.017) (0.017) (0.046) (0.075) (0.046) (0.183) Rent Vacation Home (0.086) 0.055 0.092 0.160 0.087 0.582° (0.088) 0.050 (0.088) (0.055) (0.088) (0.055) (0.088) (0.055) (0.088) (0.055) (0.088) (0.055) (0.088) (0.055) (0.046) (0.183) (0.216) 0.087 0.582° (0.263) (0.216) 0.075 (0.261) 0.075 (0.046) (0.261) 0.016 0.088 (0.055) (0.088) (0.051) (0.088) (0.051) (0.081) (0.018) 0.021 0.081 0.0175° 0.774° 0.042 0.067 0.032* 0.042 0.042 0.067 0.042 0.067						
Live in a Mobile Home -0.060	Live in a House					/
Live in a Mobile Home (0.104) (0.067) (0.107) (0.074) (0.261) Own Vacation Home (0.025) 0.015 (0.209° 0.034 1.535° (0.073) (0.046) (0.075) (0.046) (0.183) Rent Vacation Home (0.086) (0.055) (0.088) (0.053) (0.216) Own Time Share (0.086) (0.055) (0.088) (0.053) (0.216) Own Time Share (0.081) (0.051) (0.083) (0.049) (0.204) Jewish (0.11 -0.539° -0.016′ 0.424′ -0.478 (0.132) (0.088) (0.053) (0.216) Muslim (0.132) (0.088) (0.136) (0.075) (0.332) Muslim (0.255) (0.168) (0.263) (0.174) (0.652) Catholic (0.043) (0.027) (0.044) (0.027) (0.108) Largest Counties (0.067) (0.042) (0.069) (0.046) (0.169) Large Counties (0.667) (0.042) (0.069) (0.046) (0.173) Moderate Counties (0.046) (0.047) (0.049) (0.080) (0.054) (0.195) New England (0.049) (0.077) (0.049) (0.080) (0.054) (0.195) New York Metro (0.089) (0.057) (0.092) (0.056) (0.224) New York Metro (0.095) (0.061) (0.098) (0.058) (0.239) Mid-Atlantic (0.090) -0.159° -0.048 -0.311° 0.197 West Central (0.097) (0.044) (0.072) (0.044) (0.073) (0.197) West Central (0.097) (0.049) (0.080) (0.058) (0.239) Metropolitan Chicago (0.078) (0.049) (0.080) (0.050) (0.196) South East (0.071) (0.048) (0.077) (0.049) (0.059) (0.059) (0.167) South West (0.077) (0.049) (0.080) (0.055) (0.197) South West (0.078) (0.049) (0.080) (0.057) (0.191)		(0.058)				(0.147)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	Live in a Mobile Home	,	,	,	,	,
Own Vacation Home 0.025 0.015 0.209* 0.034 1.535* Rent Vacation Home 0.036* 0.092 0.160 0.086 (0.183) Rent Vacation Home 0.356* 0.092 0.160 0.087 0.582* (0.086) (0.055) (0.088) (0.053) (0.216) Own Time Share 0.561* 0.145* -0.016 0.175* 0.774* (0.081) (0.051) (0.083) (0.049) (0.204) Jewish 0.011 -0.539* -0.167 0.424* -0.478 (0.132) (0.088) (0.136) (0.075) (0.332) Muslim -0.254 -0.228 0.147 -0.548* -2.841* (0.255) (0.168) (0.263) (0.174) (0.652) Catholic 0.010 -0.076* 0.094* 0.028 0.171 (0.043) (0.027) (0.044) (0.027) (0.108) Largest Counties 0.47* 0.005 0.067 0.381* <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td></td<>						
Rent Vacation Home (0.073) (0.046) (0.075) (0.046) (0.183) Rent Vacation Home 0.356* 0.092 0.160 0.087 0.582* (0.086) (0.055) (0.088) (0.053) (0.216) Own Time Share 0.561* 0.145* -0.016 0.175* 0.774* (0.081) (0.051) (0.083) (0.049) (0.204) Jewish 0.011 -0.539* -0.167 0.424* -0.478 (0.132) (0.088) (0.136) (0.075) (0.332) Muslim -0.254 -0.228 0.147 -0.548* -2.841* (0.255) (0.168) (0.263) (0.174) (0.652) Catholic 0.010 -0.076* 0.094* 0.028 0.171 (0.043) (0.027) (0.044) (0.027) (0.108) Largest Counties 0.477* 0.005 0.067 0.381* -1.320* (0.068) (0.042) (0.069) (0.046) (0.169) <	Own Vacation Home	\ /	,		,	, ,
Rent Vacation Home 0.356* 0.092 0.160 0.087 0.582* Own Time Share 0.561* 0.0455 (0.088) (0.053) (0.216) Own Time Share 0.561* 0.145* -0.016 0.175* 0.774* Jewish 0.011 -0.539* -0.167 0.424* -0.478 Muslim -0.254 -0.228 0.147 -0.548* -2.841* (0.255) (0.168) (0.263) (0.174) (0.652) Catholic 0.010 -0.076* 0.094* 0.028 0.171 (0.043) (0.027) (0.044) (0.027) (0.108) Largest Counties 0.477* 0.005 0.067 0.381* -1.320* Large Counties 0.627* 0.131* 0.109 0.351* -1.153* Moderate Counties 0.627* 0.131* 0.109 0.351* -1.153* (0.070) (0.044) (0.089) (0.040) (0.080) (0.054) (0.173) New England		(0.073)	(0.046)		(0.046)	(0.183)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	Rent Vacation Home			,	,	
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$		(0.086)	(0.055)	(0.088)	(0.053)	(0.216)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	Own Time Share		,	,	,	,
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$		(0.081)	(0.051)	(0.083)	(0.049)	(0.204)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	Jewish	0.011	-0.539*	-0.167	0.424^{*}	-0.478
$\begin{array}{c} \text{Catholic} & (0.255) & (0.168) & (0.263) & (0.174) & (0.652) \\ 0.010 & -0.076^* & 0.094^* & 0.028 & 0.171 \\ (0.043) & (0.027) & (0.044) & (0.027) & (0.108) \\ \text{Largest Counties} & 0.477^* & 0.005 & 0.067 & 0.381^* & -1.320^* \\ (0.067) & (0.042) & (0.069) & (0.046) & (0.169) \\ \text{Large Counties} & 0.627^* & 0.131^* & 0.109 & 0.351^* & -1.153^* \\ (0.068) & (0.043) & (0.071) & (0.048) & (0.173) \\ \text{Moderate Counties} & 0.446^* & 0.105^* & 0.152 & 0.188^* & -0.874^* \\ (0.077) & (0.049) & (0.080) & (0.054) & (0.195) \\ \text{New England} & -0.419^* & -0.348^* & -0.221^* & -0.310^* & 0.531^* \\ (0.089) & (0.057) & (0.092) & (0.056) & (0.224) \\ \text{New York Metro} & -0.277^* & -0.290^* & 0.114 & -0.298^* & -0.759^* \\ (0.095) & (0.061) & (0.098) & (0.058) & (0.239) \\ \text{Mid-Atlantic} & 0.090 & -0.159^* & -0.048 & -0.311^* & 0.197 \\ (0.071) & (0.045) & (0.073) & (0.045) & (0.180) \\ \text{East Central} & 0.693^* & 0.379^* & -0.244^* & -0.253^* & 0.690^* \\ (0.070) & (0.044) & (0.072) & (0.044) & (0.176) \\ \text{West Central} & 0.213^* & 0.306^* & -0.277^* & -0.140^* & -0.336 \\ (0.097) & (0.062) & (0.100) & (0.059) & (0.245) \\ \text{Metropolitan Chicago} & 0.319^* & 0.239^* & -0.277^* & -0.140^* & -0.336 \\ (0.078) & (0.078) & (0.049) & (0.080) & (0.050) & (0.196) \\ \text{South East} & 1.029^* & 0.483^* & -0.055 & -0.180^* & 0.715^* \\ (0.071) & (0.045) & (0.073) & (0.045) & (0.179) \\ \text{South West} & 1.033^* & 0.564^* & -0.019 & -0.095^* & 1.133^* \\ (0.076) & (0.049) & (0.049) & (0.047) & (0.011) \\ \end{array}$		(0.132)	(0.088)	(0.136)	(0.075)	(0.332)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	Muslim	-0.254	-0.228	$0.147^{'}$	-0.548*	-2.841*
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$		(0.255)	(0.168)	(0.263)	(0.174)	(0.652)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	Catholic	0.010	-0.076*	0.094*	0.028	$0.171^{'}$
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$		(0.043)	(0.027)	(0.044)	(0.027)	(0.108)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	Largest Counties	0.477^{*}	0.005	0.067	0.381*	-1.320*
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$		(0.067)	(0.042)	(0.069)	(0.046)	(0.169)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	Large Counties	0.627*	0.131^{*}	0.109	0.351^{*}	-1.153*
$\begin{array}{c} \text{New England} & \begin{array}{c} (0.077) & (0.049) & (0.080) & (0.054) & (0.195) \\ -0.419^* & -0.348^* & -0.221^* & -0.310^* & 0.531^* \\ (0.089) & (0.057) & (0.092) & (0.056) & (0.224) \\ \text{New York Metro} & -0.277^* & -0.290^* & 0.114 & -0.298^* & -0.759^* \\ (0.095) & (0.061) & (0.098) & (0.058) & (0.239) \\ \text{Mid-Atlantic} & 0.090 & -0.159^* & -0.048 & -0.311^* & 0.197 \\ (0.071) & (0.045) & (0.073) & (0.045) & (0.180) \\ \text{East Central} & 0.693^* & 0.379^* & -0.244^* & -0.253^* & 0.690^* \\ (0.070) & (0.044) & (0.072) & (0.044) & (0.176) \\ \text{West Central} & 0.213^* & 0.306^* & -0.277^* & -0.140^* & -0.336 \\ (0.097) & (0.062) & (0.100) & (0.059) & (0.245) \\ \text{Metropolitan Chicago} & 0.319^* & 0.239^* & -0.277^* & -0.195^* & 0.193 \\ (0.078) & (0.049) & (0.080) & (0.050) & (0.196) \\ \text{South East} & 1.029^* & 0.483^* & -0.055 & -0.180^* & 0.715^* \\ (0.071) & (0.045) & (0.073) & (0.045) & (0.179) \\ \text{South West} & 1.033^* & 0.564^* & -0.019 & -0.095^* & 1.133^* \\ (0.076) & (0.049) & (0.078) & (0.047) & (0.191) \\ \end{array}$		(0.068)	(0.043)	(0.071)	(0.048)	(0.173)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	Moderate Counties	0.446*	0.105*	0.152	0.188*	-0.874*
$\begin{array}{c} \text{New York Metro} \\ \text{New York Metro} \\ \end{array} \begin{array}{c} (0.089) \\ -0.277^* \\ -0.290^* \\ \end{array} \begin{array}{c} 0.114 \\ -0.298^* \\ \end{array} \begin{array}{c} -0.759^* \\ -0.759^* \\ \end{array} \\ \end{array} \\ \begin{array}{c} (0.095) \\ (0.061) \\ (0.098) \\ \end{array} \begin{array}{c} (0.058) \\ (0.058) \\ \end{array} \begin{array}{c} (0.239) \\ \end{array} \\ \text{Mid-Atlantic} \\ \end{array} \begin{array}{c} 0.090 \\ -0.159^* \\ -0.048 \\ -0.311^* \\ \end{array} \begin{array}{c} 0.197 \\ 0.197 \\ \end{array} \\ \begin{array}{c} (0.071) \\ (0.045) \\ (0.073) \\ \end{array} \begin{array}{c} (0.045) \\ (0.073) \\ (0.045) \\ \end{array} \begin{array}{c} (0.045) \\ (0.180) \\ \end{array} \\ \text{East Central} \\ \begin{array}{c} 0.693^* \\ 0.693^* \\ 0.379^* \\ -0.244^* \\ -0.253^* \\ 0.690^* \\ \end{array} \begin{array}{c} 0.690^* \\ 0.070) \\ \end{array} \\ \begin{array}{c} (0.070) \\ (0.044) \\ (0.072) \\ (0.044) \\ \end{array} \begin{array}{c} (0.072) \\ (0.044) \\ \end{array} \begin{array}{c} (0.176) \\ -0.336 \\ \end{array} \\ \begin{array}{c} (0.097) \\ (0.062) \\ \end{array} \begin{array}{c} (0.062) \\ (0.100) \\ (0.059) \\ \end{array} \begin{array}{c} (0.245) \\ \end{array} \\ \text{Metropolitan Chicago} \\ \begin{array}{c} 0.319^* \\ (0.078) \\ \end{array} \begin{array}{c} 0.239^* \\ -0.277^* \\ -0.195^* \\ -0.195^* \\ \end{array} \begin{array}{c} 0.193 \\ 0.193 \\ \end{array} \\ \begin{array}{c} (0.078) \\ \end{array} \begin{array}{c} (0.079) \\ \end{array} \begin{array}{c} 0.483^* \\ -0.055 \\ -0.180^* \\ \end{array} \begin{array}{c} 0.715^* \\ 0.179 \\ \end{array} \\ \text{South West} \\ \begin{array}{c} 1.033^* \\ 0.564^* \\ -0.019 \\ -0.095^* \\ \end{array} \begin{array}{c} 1.133^* \\ \end{array} \\ \begin{array}{c} (0.077) \\ \end{array} \begin{array}{c} (0.076) \\ \end{array} \begin{array}{c} (0.049) \\ \end{array} \begin{array}{c} (0.078) \\ (0.047) \\ \end{array} \begin{array}{c} (0.047) \\ \end{array}$		(0.077)	(0.049)	(0.080)	(0.054)	(0.195)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	New England	-0.419*	-0.348*	-0.221*	-0.310*	0.531*
$\begin{array}{cccccccccccccccccccccccccccccccccccc$		(0.089)	(0.057)	(0.092)	(0.056)	(0.224)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	New York Metro	-0.277*	-0.290*	0.114	-0.298*	-0.759^*
$\begin{array}{cccccccccccccccccccccccccccccccccccc$		(0.095)	(0.061)	(0.098)	(0.058)	(0.239)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	Mid-Atlantic	0.090	-0.159^*	-0.048	-0.311*	0.197
$\begin{array}{cccccccccccccccccccccccccccccccccccc$		(0.071)	(0.045)	(0.073)	(0.045)	(0.180)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	East Central	0.693*	0.379^{*}	-0.244*	-0.253*	0.690*
$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$		(0.070)	(0.044)	(0.072)	(0.044)	(0.176)
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	West Central	0.213*	0.306*	-0.277^*	-0.140*	-0.336
$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$		(0.097)	(0.062)	(0.100)	(0.059)	(0.245)
South East $ \begin{array}{ccccccccccccccccccccccccccccccccccc$	Metropolitan Chicago	0.319*	0.239^*	-0.277^*	-0.195^*	0.193
South West		(0.078)	,	(0.080)	,	(0.196)
South West $ \begin{array}{ccccccccccccccccccccccccccccccccccc$	South East	1.029*	0.483^{*}	-0.055	-0.180*	0.715^*
$(0.076) \qquad (0.049) \qquad (0.078) (0.047) \qquad (0.191)$		\ /	(0.045)	(0.073)	(0.045)	(0.179)
	South West	1.033*	0.564*	-0.019	-0.095*	1.133^{*}
Greater Los Angeles 0.275^* 0.348 -0.408^* 0.099 0.934^*		(0.076)	(0.049)	(0.078)	(0.047)	(0.191)
	Greater Los Angeles	0.275*	0.348	-0.408*	0.099	0.934^{*}

Table A-3 – continued from previous page

	Family/Steak	Fast Food	Grocery	Attend	Gallons of
	Restaurants	Restaurants	Trips	Movies	Gas/Diesel
	(0.096)	(0.062)	(0.099)	(0.056)	(0.243)
Constant / τ_1	1.803*	-4.296	2.550*	-0.374	9.914*
,	(0.188)	(0.124)	(0.194)	(0.115)	(0.474)
$ au_2$		-2.365	, ,	,	, ,
		(0.122)			
$ au_3$		-0.846			
		(0.121)			
N	26,142	26,142	24,945	26,142	25,788
R^2 / Pseudo R^2	0.043	0.103	0.079	0.041	0.149
α				1.500	
				(0.038)	

Columns 1, 3, and 5 include OLS regression coefficients, Column 2 includes ordered logit coefficients, Column 4 includes negative binomial regression estimates. Standard errors in parentheses. R^2 in column 2 and 4 is McFadden's Pseudo R^2 . *=p<.05, two tailed tests

Table A-4: The Effects of the 2000 Presidential Election on Partisan Consumer Behavior

	V	Voters			i-voters	
	Family/Steak	Grocery	Attend	Family/Steak	Grocery	Attend
	Restaurants	Trips	Movies	Restaurants	Trips	Movies
Partisanship	0.180*	-0.254*	-0.187*	0.132	-0.264*	-0.080
	(0.087)	(0.091)	(0.052)	(0.108)	(0.108)	(0.070)
Post Election	0.016	-0.332*	-0.049	0.049	-0.340*	-0.111*
	(0.057)	(0.060)	(0.035)	(0.080)	(0.082)	(0.054)
6 Months Post Election	0.195^*	-0.886^*	0.083^{*}	0.157^*	-0.622^*	0.022
	(0.059)	(0.061)	(0.036)	(0.064)	(0.064)	(0.043)
Partisanship X	0.264^*	0.278^{*}	0.166^{*}	0.224	0.000	-0.001
Post Election	(0.116)	(0.122)	(0.070)	(0.182)	(0.187)	(0.120)
Partisanship X	0.011	-0.176	-0.011	-0.076	-0.045	-0.042
6 Mo. Post Election	(0.118)	(0.123)	(0.069)	(0.141)	(0.141)	(0.093)
Education	-0.048*	0.024*	0.067^{*}	-0.027*	0.026^{*}	0.083^{*}
	(0.010)	(0.010)	(0.006)	(0.013)	(0.013)	(0.008)
Household Income	0.031^*	0.016	0.047^{*}	0.059^*	0.021^{*}	0.042^{*}
	(0.009)	(0.009)	(0.006)	(0.009)	(0.009)	(0.006)
Age	0.016	0.129^{*}	-0.084*	-0.025*	0.122^{*}	-0.123*
	(0.010)	(0.011)	(0.006)	(0.010)	(0.010)	(0.007)
Male	-0.063	-0.857^*	0.004	-0.250*	-0.928*	-0.060
	(0.051)	(0.053)	(0.031)	(0.059)	(0.060)	(0.040)

Table A-4 – continued from previous page

	tone A-4 – con	oters	om prev		n-voters	
	Family/Steak	Grocery	Attend	Family/Steak	Grocery	Attend
	Restaurants	Trips	Movies	Restaurants	Trips	Movies
White	-0.136	$\frac{111p3}{0.171}$	-0.094	0.116	-0.286	-0.071
vv mice	(0.185)	(0.171)	(0.103)	(0.171)	(0.175)	(0.107)
African American	0.322	-0.340	-0.258*	0.201	-0.550*	-0.032
Allican American	(0.214)	(0.224)	(0.123)	(0.201)	(0.207)	(0.130)
Asian	-0.227	-0.345	-0.254	-0.418*	-0.589*	-0.240
Asian	(0.260)	(0.273)	(0.147)	(0.211)	(0.215)	(0.133)
Hignoria Origin	0.468*	-0.410*	0.147 0.142^*	0.389*	-0.260*	0.133) $0.266*$
Hispanic Origin						
M	(0.118)	(0.124)	(0.066)	(0.109)	(0.110)	(0.067)
Married	-0.182*	0.210*	-0.260*	-0.099	0.198*	-0.297*
D 1	(0.075)	(0.078)	(0.047)	(0.084)	(0.086)	(0.062)
Engaged	-0.022	0.166	-0.072	0.307	0.635*	-0.178
	(0.178)	(0.188)	(0.100)	(0.161)	(0.161)	(0.103)
Pregnant	0.091	-0.065	-0.056	0.367	0.458*	-0.149
	(0.275)	(0.283)	(0.166)	(0.226)	(0.226)	(0.151)
Number of Children	-0.175*	0.200*	-0.054*	-0.103*	0.204*	-0.028
	(0.026)	(0.027)	(0.015)	(0.027)	(0.027)	(0.018)
Number of Adults	0.019	0.017	-0.008	-0.008	-0.104^*	-0.020
	(0.034)	(0.035)	(0.020)	(0.034)	(0.035)	(0.023)
Spouse Employed	0.104	0.420^{*}	0.056	0.009	0.429^{*}	0.090
	(0.064)	(0.068)	(0.041)	(0.081)	(0.082)	(0.059)
Retired	0.284*	-0.174	-0.007	0.279^*	-0.218	0.039
	(0.090)	(0.094)	(0.056)	(0.115)	(0.116)	(0.085)
Temporarily Unemployed	-0.068	-0.125	0.056	-0.223	-0.072	-0.092
_ ,	(0.172)	(0.179)	(0.096)	(0.151)	(0.153)	(0.097)
Disabled	-0.149	-0.170	-0.542*	0.118	0.061	-0.418*
	(0.166)	(0.175)	(0.123)	(0.163)	(0.166)	(0.133)
Full Time Student	-0.121	-0.573	0.028	0.079	-0.320	-0.132
	(0.284)	(0.295)	(0.148)	(0.211)	(0.213)	(0.122)
Homemaker	-0.057	0.127	0.006	-0.123	0.274^{*}	-0.216*
1101110111011	(0.103)	(0.108)	(0.062)	(0.120)	(0.120)	(0.084)
Hours Worked	0.036*	-0.033*	-0.026*	0.035*	-0.001	-0.012
Trouis Wormed	(0.012)	(0.013)	(0.007)	(0.014)	(0.014)	(0.009)
Live in a House	-0.135	-0.214*	-0.221*	0.053	-0.286*	-0.095
Dive in a freque	(0.082)	(0.087)	(0.047)	(0.082)	(0.083)	(0.053)
Live in a Mobile Home	-0.006	-0.149	-0.548*	-0.071	0.024	-0.389*
Live in a modificationie	(0.154)	(0.160)	(0.106)	(0.142)	(0.144)	(0.107)
Own Vacation Home	-0.017	0.172	-0.058	0.142	0.144) 0.267^*	0.107 $0.185*$
Own vacation nome						
	(0.087)	$\frac{(0.092)}{\text{and on no}}$	(0.054)	(0.129)	(0.131)	(0.084)

Table A-4 – continued from previous page

	$\frac{1}{ V }$	oters	om prev		i-voters	
	Family/Steak	Grocery	Attend	Family/Steak	Grocery	Attend
	Restaurants	Trips	Movies	Restaurants	Trips	Movies
Rent Vacation Home	0.230*	$\frac{111ps}{0.157}$	0.020	0.595*	$\frac{111ps}{0.088}$	$\frac{0.185}{0.185}$
Telle vacation Home	(0.104)	(0.108)	(0.062)	(0.153)	(0.156)	(0.098)
Own Time Share	0.554*	0.089	0.126^*	0.556*	-0.216	0.257^*
Own Time Share	(0.010)	(0.104)	(0.058)	(0.138)	(0.140)	(0.087)
Jewish	-0.105	-0.195	0.379^*	0.298	-0.165	0.444^*
Jewish	(0.158)	(0.166)	(0.085)	(0.238)	(0.240)	(0.147)
Muslim	0.093	1.602^*	-1.192*	-0.248	(0.240) -0.182	-0.377
Wusiiii						
Cathalia	(0.631)	(0.646)	(0.566)	(0.285)	(0.291)	(0.196)
Catholic	-0.027	0.146*	0.001	0.039	0.000	0.048
T	(0.055)	(0.058)	(0.034)	(0.067)	(0.068)	(0.044)
Largest Counties	0.456*	0.093	0.364*	0.560*	0.056	0.414*
T	(0.087)	(0.092)	(0.058)	(0.104)	(0.105)	(0.077)
Large Counties	0.584*	0.213*	0.356^*	0.729*	-0.015	0.346*
	(0.089)	(0.093)	(0.059)	(0.107)	(0.108)	(0.080)
Moderate Counties	0.465*	0.143	0.167^{*}	0.430*	0.174	0.210*
	(0.101)	(0.106)	(0.068)	(0.121)	(0.122)	(0.090)
New England	-0.280*	-0.161	-0.229*	-0.601*	-0.279	-0.396*
	(0.114)	(0.119)	(0.069)	(0.141)	(0.143)	(0.094)
New York Metro	-0.288*	0.169	-0.189^*	-0.235	0.055	-0.444*
	(0.124)	(0.131)	(0.074)	(0.145)	(0.147)	(0.094)
Mid-Atlantic	0.233*	-0.025	-0.215*	-0.071	-0.042	-0.425*
	(0.093)	(0.097)	(0.056)	(0.111)	(0.112)	(0.073)
East Central	0.865^{*}	-0.210*	-0.170*	0.479*	-0.280*	-0.341*
	(0.090)	(0.095)	(0.055)	(0.109)	(0.111)	(0.072)
West Central	0.309*	-0.352*	-0.015	0.108	-0.137	-0.294*
	(0.128)	(0.134)	(0.074)	(0.149)	(0.150)	(0.096)
Metropolitan Chicago	0.349*	-0.326*	-0.103	0.303*	-0.201	-0.339*
	(0.099)	(0.104)	(0.061)	(0.127)	(0.128)	(0.086)
South East	1.210*	-0.010	-0.104	0.832*	-0.063	-0.256*
Sodon Zast	(0.093)	(0.098)	(0.057)	(0.110)	(0.112)	(0.073)
South West	1.325*	-0.001	0.038	0.690*	0.005	-0.268*
South West	(0.099)	(0.104)	(0.059)	(0.117)	(0.119)	(0.077)
Greater Los Angeles	0.398*	-0.328*	0.261^*	0.117)	-0.448*	-0.126
Oreater nos Angeles	(0.130)	(0.136)	(0.071)	(0.144)	(0.146)	(0.089)
Constant	2.224*	(0.130) 2.457^*	-0.346*	1.687*	2.881*	-0.175
Constant						
N	(0.270)	(0.283)	(0.159)	(0.268)	(0.146)	(0.175)
N	14,994	14,329	14,994	11,148	10,616	11,148
$R^2 / Pseudo R^2$	0.051	0.071	0.037	0.041	0.083	0.052

Table A-4 – continued from previous page

	Voters			Nor	i-voters	
	Family/Steak	Grocery	Attend	Family/Steak	Grocery	Attend
	Restaurants	Trips	Movies	Restaurants	Trips	Movies
α			1.272			1.791
			(0.045)			(0.069)

Columns 1, 2, 4, and 5 include OLS regression coefficients, Columns 3 and 6 include negative binomial regression estimates. Standard errors in parentheses. R^2 in columns 3 and 6 is McFadden's Pseudo R^2 . *=p<.05, two tailed tests