Online Appendix

for
The Political Premium of Television Celebrity
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2016 Presidential Election Analysis

To understand whether viewership of *The Apprentice* affected support for Donald Trump's candidacy during the 2016 presidential election, I collected data on media consumption and political preferences. Because of limitation in existing data sources, I conducted a self-designed political survey which asked detailed questions regarding past television consumption and the intent to vote in the 2016 presidential election.

Specifically, the survey had the following components: 1) demographics, socio-economics, and political background questions; 2) election polling questions regarding candidate support as well as the strength of said support; 3) ANES inspired question on reasons for candidate choice; 4) detailed information on television habits and prior knowledge of Trump through non-political channels.

The survey was administered via the the Survata digital platform. Survata is an online startup which conducts consumer research for clients by paying online publishers to allow readers to take surveys in order to gain access to gated content. My survey was initiated on October 24th, 2016 and 916 complete responses were collected over the span of a week. Survata screened potential respondents and included only White registered voters from United States who were age 21 or older. Because the survey only contained responses from White eligible voters, the respondent sample is not representative of the overall voting population.

Using the survey data, I regress the intent to vote for Trump on a categorical variable for the respondent's reported viewership of *The Apprentice*. The explanatory variable of interest is a categorical variable (scale 1-5) for how frequently respondents watched the program (i.e., 1 corresponds to not having watched at all and 5 to avid viewers). The results are presented in Table A1 with varying set of controls. Across all specifications, the results show a robust positive association between viewership of *The Apprentice* and political support for Trump, that is, I find avid watchers of *The Apprentice* were more likely to intend to vote for Trump on the eve of the election in October, 2016. The findings persist even after controlling for television or reality television consumption, household demographics, and political affiliation.

Table A1—: 2016 Election Analysis

	(1) Trump Vote	(2) Trump Vote	(3) Trump Vote	(4) Trump Vote	(5) Trump Vote
The Apprentice	0.0795	0.0769	0.0595	0.0553	0.0512
	(0.0120)	(0.0112)	(0.0118)	(0.0159)	(0.0156)
Controls:					
Demographics	–	Yes	Yes	Yes	Yes
Political	–	–	Yes	Yes	Yes
Media habits	–	–	–	Yes	Yes
The Art of the Deal	–	–	–	–	Yes
State Fixed Effects	Yes	Yes	Yes	Yes	Yes
Observations	916	916	916	916	916
R^2	0.083	0.101	0.395	0.396	0.400

Note: This table shows the relationship between the political support for Trump and having watched The Apprentice. The outcome is an indicator variable that takes on value 1 if the respondent intend to vote for Trump. *The Apprentice* is a categorical variable (scale 1-5) for how frequently respondents watched the program (i.e., 1 corresponds to not having watched at all and 5 to avid viewers). Column (1) reports results from the univariate regression controlling only for state fixed effects. Additional controls are added in each successive column. In column (2), I control for demographics and socio-economic controls including household income and education. In column (3), I add controls for political ideology and party affiliation. In column (4), I include controls for television consumption and interest in reality television in particular. Finally, in column (5), I control for having read *The Art of the Deal*. Standard errors clustered at the state level in parentheses.
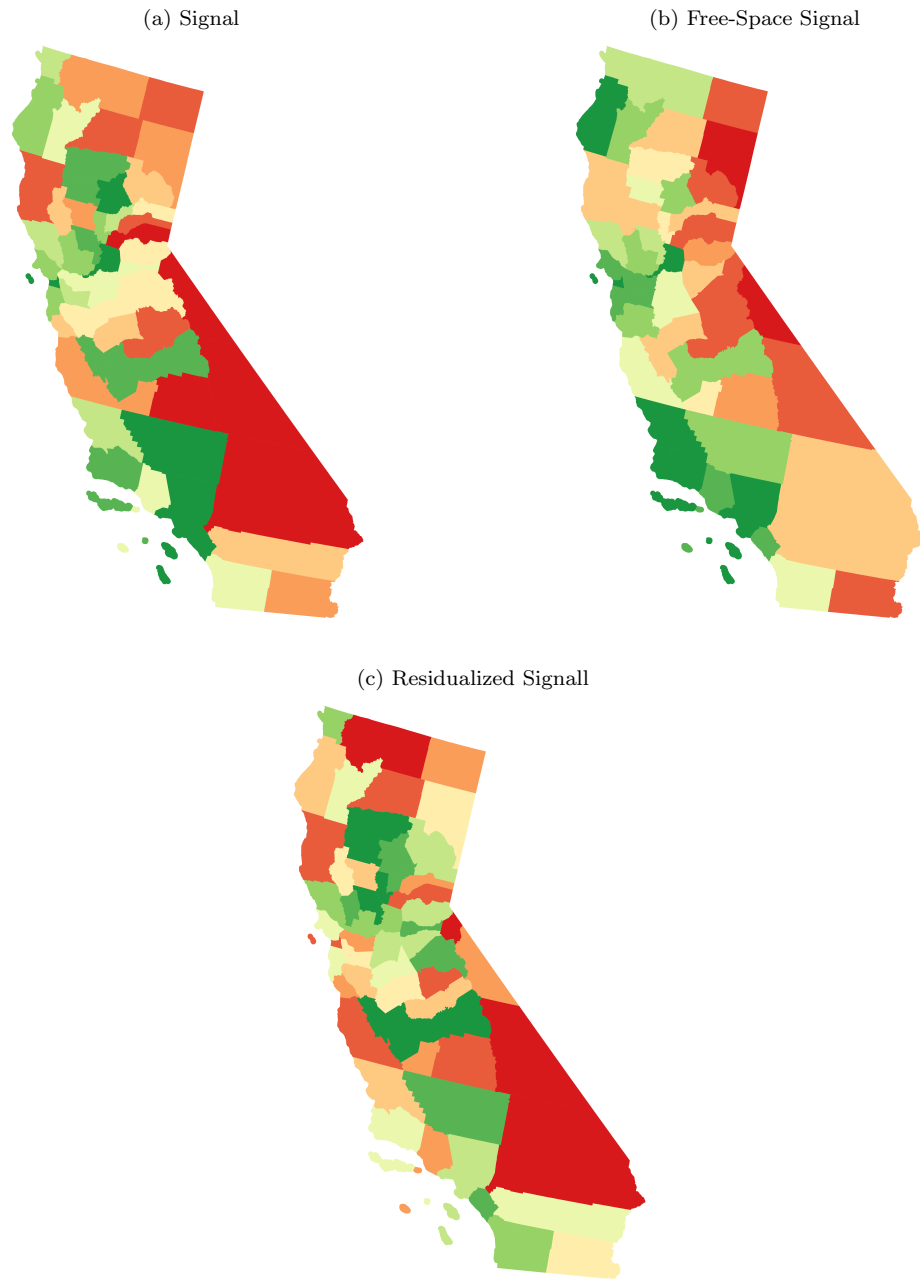
Additional Results & Figures

Table A2—: Evidence on Electorate Learning

Dep Var:	Reagan Vote Share				CntrbAmt > 0	Log CntrbAmt
Elections:	Primary 1980 (1)	General 1980 (2)	Primary 1980 (3)	General 1984 (4)	General 1984 (5)	General 1984 (6)
Signal Strength	0.0143	0.0086	0.0023	0.0051	0.0083	0.0897
	(0.0093)	(0.0070)	(0.0036)	(0.0027)	(0.0187)	(0.1551)
Reagan '76 vote share (primary)	–	–	Yes	–	–	–
Reagan '80 vote share (general)	–	–	–	Yes	–	–
States in sample	CA	CA	All	All	All	All
Observations	58	58	1044	3058	3058	3058
R^2	0.556	0.626	0.917	0.855	0.347	0.436

Note: In columns (1) & (2) I estimate the main model only for California counties. Column (3) adds Reagan vote share in 1976 Republican primary as a control. Column (4) adds Reagan vote share in 1980 Presidential general election as a control. In columns (5) & (6), I replicate the political contributions toward Reagan analysis focusing on probability of donation and contribution amount in 1984. Each column also include the same set of baseline controls as in Table IV. Robust standard errors for columns (1)-(2) and standard errors clustered at the state level in parentheses in subsequent columns. * $p < .10$, ** $p < .05$, *** $p < .01$

Figure A1. : Geographic distribution of CBS signal strength in 1955: California

(a) Signal

(b) Free-Space Signal

(c) Residualized Signall

Note: The maps represent the spatial distribution of the simulated intensity of 1955 CBS signal in California. The color gradient is based on deciles of California values.

Table A3—: Heterogenous Effects by County Characteristics

	Primary Status		Democratic Share		Segregation	
	Open	Closed	Upper Quartile	Rest of Sample	Upper Quartile	Rest of Sample
	(1)	(2)	(3)	(4)	(5)	(6)
Signal Strength	0.0291	0.0167	0.0244	0.0136	0.0252	0.0161
	(0.0082)	(0.0082)	(0.0081)	(0.0040)	(0.0133)	(0.0045)
Difference in coef. (SUR p-value)	0.247		0.146		0.499	
Election:	Primary	Primary	General Election	General Election	General Election	General Election
Year:	1976	1976	1980	1980	1980	1980
Observations	623	421	764	2294	765	2293
R^2	0.814	0.689	0.372	0.547	0.530	0.489

Note: This table shows election results for different sub-samples of the data. Columns 1 and 2 report effect size in 1976 primary for open primary and closed primary states. In columns 3 and 4, I separately estimate the 1980 general election for counties where the 1976 Democratic vote share was above the 75th percentile and counties where it was below. Columns 5 and 6 cuts the sample based on 1968 vote share of George Wallace. Seemingly unrelated regressions are run against the hypothesis that the null hypothesis that the coefficients are equal and the p-values are displayed. Standard errors clustered at the state level in parentheses.

Table A4—: Reagan Elections 1966-1984: Turnout

	Dep Var: Turnout, ln(Total Votes)					
Elections:	General Elections		Republican Primaries		General Elections	
	1980	1984	1976	1980	1966	1970
	(1)	(2)	(3)	(4)	(5)	(6)
Signal Strength	-0.0051	-0.0058	0.0613	0.0634	-0.0108	-0.0176
	(0.0115)	(0.0129)	(0.0516)	(0.0527)	(0.0356)	(0.0479)
Baseline Controls	Yes	Yes	Yes	Yes	Yes	Yes
State Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
Observations	3058	3058	1044	1044	58	58
R^2	0.981	0.978	0.866	0.863	0.989	0.981

Note: This table reports OLS estimates of the effect of differential exposure to CBS in 1955 on voter turnout across five elections. Columns (1) and (2) provide the results for the 1980 and 1984 general presidential elections. Columns (3) and (4) report results for the 1976 and 1980 Republican primaries. Finally column (5) and (6) show the results in the 1966 and 1970 California gubernatorial elections. The dependent variable is *ln(total # of votes cast)* in each respective election. Signal Strength is the simulated intensity of CBS signal in 1955 under real conditions. The full set of controls as in Table IV are included. Robust standard errors are included for the last two columns and standard errors clustered at the state level in parentheses in remaining models.

Table A5—: Attenuation Bias

Sample	(1) All Counties	(2) <75% in area	(3) <50% in area	(4) <25% in area
Panel A: 1976 Republican Primary				
Signal Strength	0.0218	0.0274	0.0311	0.0355
	(0.0054)	(0.0072)	(0.0074)	(0.0107)
Observations	1044	780	637	340
R^2	0.775	0.779	0.779	0.788
Panel B: 1980 Presidential Election				
Signal Strength	0.0127	0.0141	0.0152	0.0162
	(0.0056)	(0.0076)	(0.0095)	(0.0146)
Observations	3058	2297	1527	760
R^2	0.546	0.542	0.522	0.498
Panel C: 1984 Presidential Election				
Signal Strength	0.0160	0.0213	0.0237	0.0283
	(0.0052)	(0.0068)	(0.0071)	(0.0099)
Observations Observations	3058	2297	1527	760
R^2	0.440	0.475	0.438	0.425

Note: In Panel A replicates column (3) from Table IV, but restricted to sub-samples based on county size. In column (1), all counties are included in the sample. In column (2) only counties below the 75% in county area are included in sample (i.e., largest quartile of counties are excluded). In column (3), only counties below 50% in size are included in sample. In column (4), only the bottom quartile (i.e. smallest quartile of counties are included). Panel B and C repeats these steps for column (1) and (2) of Table IV. Standard errors clustered at the state level in parentheses.

Table A6—: Summary Statistics: National Election Studies

Variables:	1980		1984	
	Mean	SD	Mean	SD
Demographics:				
Age	42.90	18.32	42.89	18.58
Male	0.44	0.50	0.42	0.49
Married	0.59	0.49	0.56	0.50
Black	0.09	0.28	0.12	0.32
Hispanic	0.03	0.18	0.07	0.26
Catholic	0.23	0.42	0.27	0.45
Socio-economic Characteristics:				
College educated	0.12	0.33	0.13	0.34
Employed	0.62	0.49	0.60	0.49
Household income (1-5 categories)	2.50	1.37	2.50	1.40
Rural	0.37	0.48	0.38	0.48
Turnout and Political Affiliation:				
Registered Democrat	0.51	0.50	0.48	0.50
Registered Republican	0.33	0.47	0.39	0.49
Voted in Presidential Election	0.61	0.49	0.63	0.48
Number of observations	1,043		1,556	

Note: This table displays the summary statistics of the relevant variables from the 1980 and 1984 ANES data.

Table A7—: Heterogenous Effect by Political Knowledge

Dependent Variable:	Vote Choice		Name Recognition		Candidate Knowledge		Positive Perception	
Political Knowledge:	Low	High	Low	High	Low	High	Low	High
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Born < 1937 × Signal Strength	0.0012	0.0253	0.0202	-0.0065	0.1380	-0.0322	0.0384	0.0324
	(0.0242)	(0.0117)	(0.0137)	(0.0037)	(0.0937)	(0.0639)	(0.0226)	(0.0122)
Baseline controls	X	X	X	X	X	X	X	X
State FE	X	X	X	X	X	X	X	X
Election Years:	Pooled		Pooled		Pooled		Pooled	
	'80 & '84		'80 & '84		'80 & '84		'80 & '84	
Dep. var mean	0.177	0.391	0.957	0.995	1.486	3.109	0.325	0.491
Observations	763	1803	741	1800	763	1803	763	1803
R^2	0.235	0.362	0.150	0.043	0.142	0.120	0.273	0.413

Note: Baseline controls include occupational category, religious affiliation, household income, political status, partisanship, union membership, age, gender, race, education, rural status, and birth cohort. Standard errors are clustered at the state level.