



Supplementary Materials for

The Effect of Partisanship and Political Advertising on Close Family Ties

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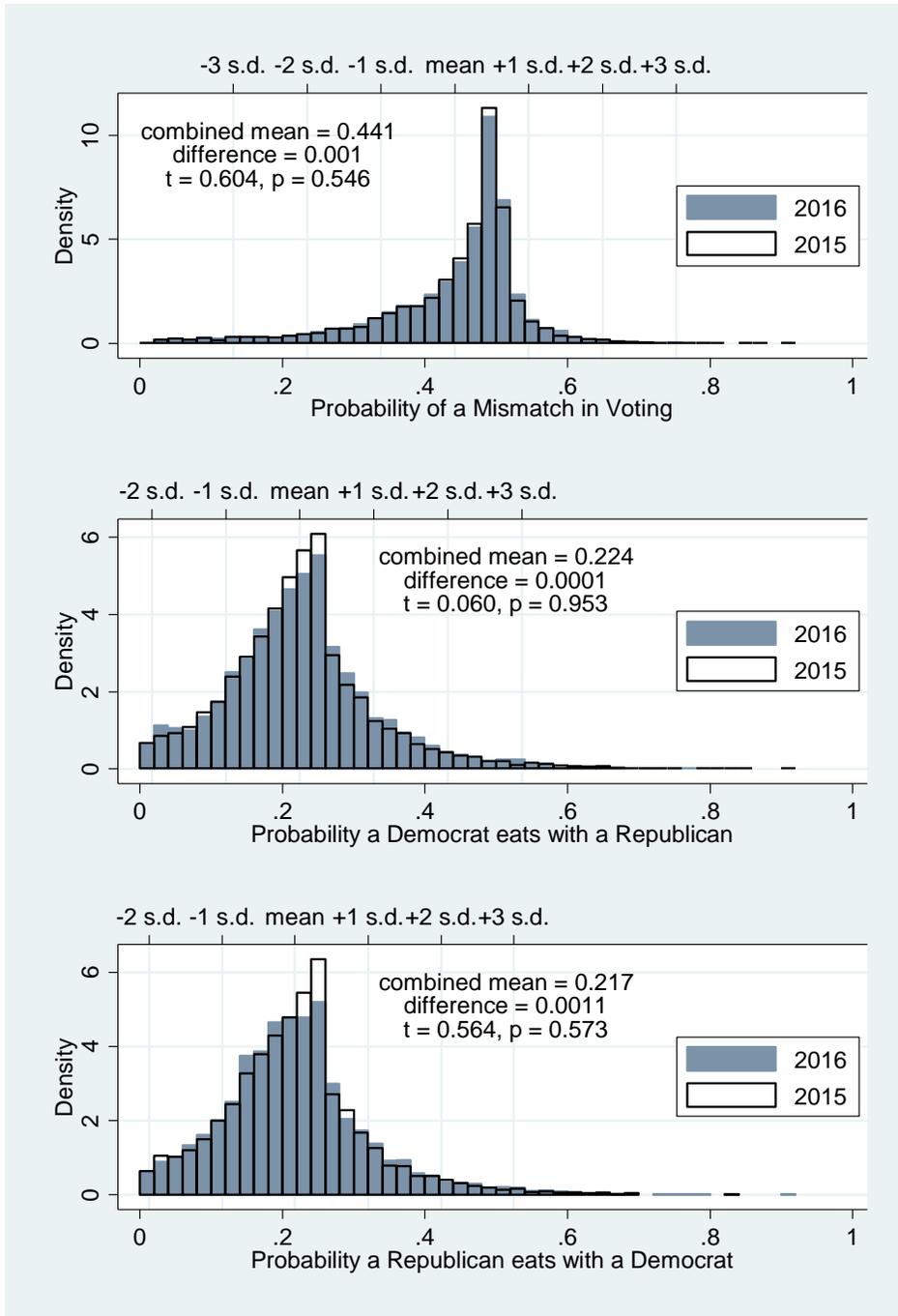


Fig. S1. The (non)effect of partisanship on Thanksgiving destination choice. The distributions of voting mismatch for Thanksgivings 2015 and 2016 for people who traveled in both years. **(A)** The distribution of the probability that a person voted differently from their Thanksgiving hosts, for both 2015 and 2016. **(B,C)**; the two ways mismatch can occur; a DPR traveler eating with a RPR host **(B)**, or vice versa **(C)**. T-tests confirm that conditional on traveling for Thanksgiving dinner, the partisan difference of travelers and hosts did not change significantly between 2015 and 2016.

| Variable: | 1 Thanksgiving Duration (2016) | 2 Thanksgiving Duration (2015) | 3 Thanksgiving Duration (2016) | 4 Thanksgiving Duration (2015) |
|----------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| Prob. of political mismatch | -14.40*** (2.588) | -23.88*** (6.208) | | |
| Prob. D → R tvlr → host | | | -4.117* (2.879) | -14.34* (7.036) |
| Prob. R → D tvlr → host | | | -33.68*** (2.978) | -35.68*** (7.338) |
| Political ads (1K ads / mrkt) | 1.334*** (0.185) | 0.543 (0.407) | 1.349*** (0.185) | 0.523 (0.408) |
| Prob. Pol. Mis. × Pol. ads | -2.645*** (0.393) | -0.402 (0.876) | | |
| Prob. D → R × Pol. ads | | | -3.237*** (0.417) | -0.900 (0.939) |
| Prob. R → D × Pol. ads | | | -2.122*** (0.439) | 0.222 (1.025) |
| Observations: | 642,962 | 56,201 | 642,962 | 56,201 |
| R-squared: | 0.0004 | 0.0008 | 0.0004 | 0.0010 |

Table S1. The (non)effect of advertising on Thanksgiving in 2015. Each column estimates the effect of voting disagreement on 2016 Thanksgiving dinner duration, and the interaction of that effect with political ads run in that media market in 2016. While the sample of tracked smartphones is smaller in 2015, columns 2 and 4 show effects of political mismatch in 2015 which are well estimated and quantitatively similar to 2016 in both symmetric and asymmetric specifications. Importantly though, this effect interacts with political advertising only in 2016, and not in 2015 (before those ads were run). This suggests the main effect is driven by political differences, and not unobservable differences between more or less mismatched families. The mean duration of Thanksgiving dinner in 2015 was 196 minutes, and the average probability of opposite-voting political mismatch was 0.42 with a SD of 0.12. Standard errors are clustered at the precinct x precinct level and reported in parentheses, with significance levels: *** p<0.001, ** p<0.01, * p<0.05.

| Variable: | 1 Thanksgiving not at home | 2 Thanksgiving not at home | 3 Thanksgiving not at home | 4 Thanksgiving not at home |
|--------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| Post election (year = 2016) | -0.143*** (0.00357) | -0.139*** (0.00375) | -0.134*** (0.00379) | -0.127*** (0.00401) |
| Home 2-party vote (Dem) | -0.0811*** (0.00582) | -0.0587*** (0.00641) | -0.0335*** (0.00726) | -0.0436*** (0.00792) |
| PE × H2PV | -0.0034 (0.00602) | -0.0073*** (0.00631) | -0.0128* (0.00637) | -0.0223*** (0.00668) |
| Observations: | 2,163,307 | 2,163,307 | 2,163,307 | 2,163,307 |
| R-squared: | 0.006 | 0.0139 | 0.0321 | 0.0810 |
| Fixed-Effects: | none | county | zip code | 5-digit geohash |
| Num. of Groups: | | 3,100 | 30,245 | 117,405 |

Table S2. Partisanship and Thanksgiving travel: 2015 & 2016. Each column estimates the effect of political leanings on the choice to eat Thanksgiving dinner at home or away, and how this effect differs between the pre-election 2015 and post-election 2016 Thanksgivings. All regressions are fixed-effect linear probability regressions, where fixed effects control for the location of a person's home. Standard errors are clustered at the home-precinct level and reported in parentheses, with significance levels: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$.

| Variable: | 1 Thanksgiving not at home | 2 Thanksgiving not at home | 3 Thanksgiving not at home | 4 Thanksgiving not at home |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| Post election (year = 2016) | -0.153*** (0.00420) | -0.149*** (0.00440) | -0.144*** (0.00446) | -0.136*** (0.00473) |
| Home 2-party vote (Dem) | -0.0878*** (0.00686) | -0.0662*** (0.00753) | -0.0373*** (0.00854) | -0.0476*** (0.00937) |
| PE × H2PV | 0.0120 (0.00708) | 0.0070 (0.00741) | 0.0008 (0.00750) | -0.0100 (0.00787) |
| Political ads (1K ads / mrkt) | -0.00147** (0.000533) | 0.00434 (0.00436) | -0.000757 (0.00105) | -0.00005 (0.00139) |
| PE × H2PV × Pol. ads | -0.00418*** (0.000967) | -0.00369*** (0.00103) | -0.00348*** (0.00104) | -0.00304** (0.00108) |
| H2PV × Pol. ads | 0.00165 (0.000931) | 0.00194 (0.00102) | 0.00110 (0.00113) | 0.00107 (0.00123) |
| PE × Pol. ads | 0.00269*** (0.000550) | 0.00244*** (0.000586) | 0.00234*** (0.000589) | 0.00206*** (0.000750) |
| Observations: | 2,162,992 | 2,162,992 | 2,162,992 | 2,162,992 |
| R-squared: | 0.006 | 0.0139 | 0.0321 | 0.0810 |
| Fixed-Effects: | none | county | zip code | 5-digit geohash |
| Num. of Groups: | | 3,099 | 30,244 | 117,400 |

Table S3. Political advertising and Thanksgiving travel: 2015 & 2016. Each column estimates the effect of political leanings on the choice to eat Thanksgiving dinner at home or away, and how this effect differs between the pre-election 2015 and post-election 2016 Thanksgivings, and between areas that saw more or less political advertising in 2016. All regressions are fixed-effect linear probability regressions, where fixed effects control for the location of a person's home. For example, Regression 3 can be interpreted as saying that in 2016 all residents reduced their Thanksgiving travel propensity, DPRs reduced Thanksgiving travel more than RPRs living in their same zipcode, and this effect was more pronounced for DPRs residing in areas with high quantities of political advertising. Standard errors are clustered at the home-precinct level and reported in parentheses, with significance levels: *** p<0.001, ** p<0.01, * p<0.05.

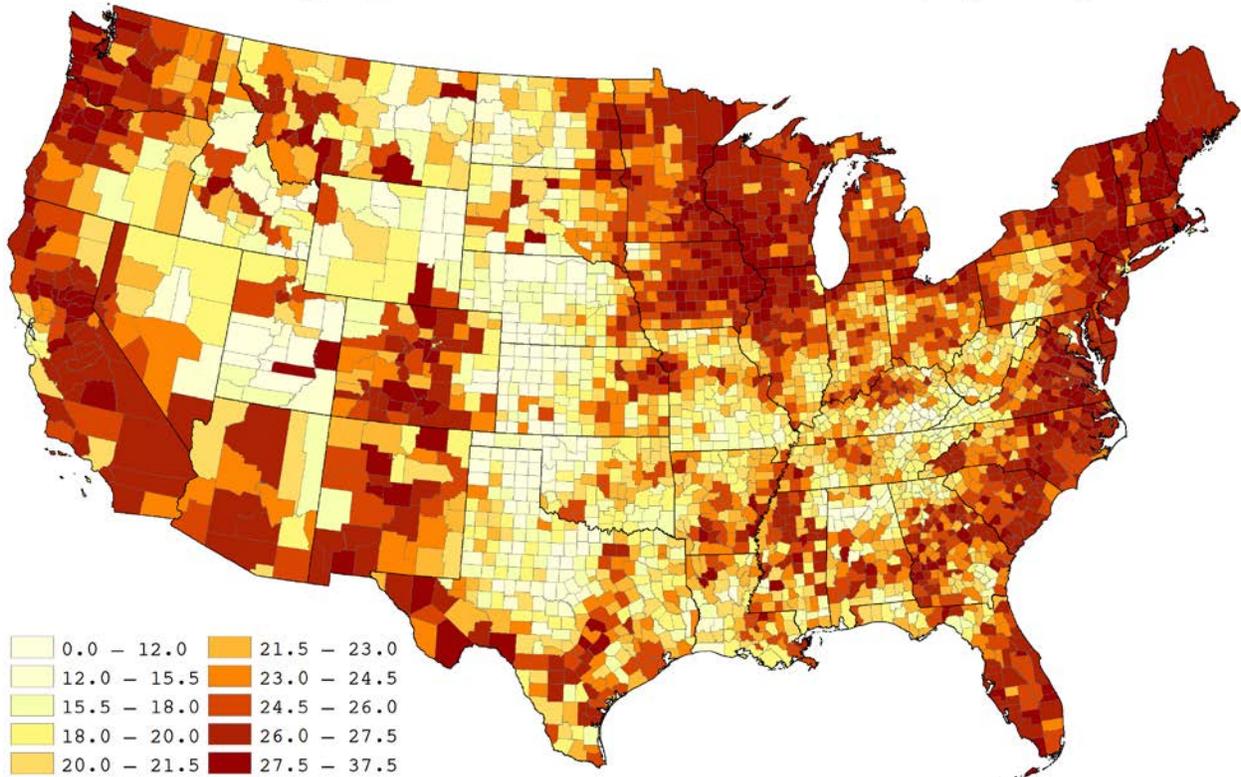
Online Appendix Materials:

| Variable: | 1 Thanksgiving Duration (min) | 2 Thanksgiving Duration (min) | 3 Thanksgiving Duration (min) | 4 Thanksgiving Duration (min) |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Prob. of political mismatch | -17.02*** (2.331) | -27.46*** (3.054) | -41.98** (8.716) | -43.81** (14.98) |
| White proportion (Census block) | -20.03*** (6.059) | -3.793 (6.741) | -12.06 (12.92) | -14.79 (23.75) |
| Black proportion (Census block) | -16.26** (6.197) | 9.108 (6.928) | 5.087 (13.36) | -6.264 (24.47) |
| Hisp. proportion (Census block) | -14.04* (6.229) | -4.813 (6.945) | -9.534 (13.32) | -18.86 (24.31) |
| Asian proportion (Census block) | -10.82 (6.505) | -8.341 (7.201) | -10.70 (14.07) | -15.35 (24.81) |
| Foreign-born (Census tract) | 37.57*** (2.728) | -15.89*** (3.705) | -23.11* (10.10) | -17.79 (14.18) |
| Male proportion (Census bl. gp.) | 16.34*** (4.202) | 12.40* (4.438) | 7.148 (8.673) | 7.110 (13.97) |
| Median age (Census tract) | 0.347*** (0.037) | -0.049 (0.045) | -0.104 (0.104) | -0.066 (0.174) |
| Urban proportion (Census tract) | -4.224*** (0.965) | -0.286 (1.444) | 3.709 (4.893) | -3.352 (16.98) |
| Rural proportion (Census tract) | -11.93*** (1.198) | -4.548** (1.477) | -1.194 (4.065) | -2.138 (14.74) |
| Median HH Inc. (Census tract, \$1K) | -0.030*** (0.009) | -0.127*** (0.012) | -0.162*** (0.032) | -0.236*** (0.052) |
| Unemployment (Census bl. gp.) | 83.40*** (6.377) | 17.09* (6.927) | 19.99 (13.63) | 18.21 (21.49) |
| Avg. Commute Time (Census bl. gp., min) | 0.052 (0.034) | -0.075 (0.047) | -0.123 (0.111) | -0.310 (0.184) |
| Observations: | 642,358 | 642,358 | 642,358 | 642,358 |
| R-squared: | 0.0003 | 0.0666 | 0.458 | 0.661 |
| Fixed-effects: | none | county pairs | zip-code pairs | geohash-5 pairs |
| Num. of groups: | | 35,446 | 302,371 | 414,518 |

Table A1. Effect of political mismatch on Thanksgiving duration in 2016 with demographic controls. Each column is an estimate of the effect of voting disagreement on the length of Thanksgiving dinner in 2016. All regressions are fixed-effect linear regressions, where fixed effects control for the pair of locations where an individual lives and ate Thanksgiving dinner. Regressions running from left to right control for progressively finer pairs of areas, culminating in 5-digit geohash boxes, a grid of boxes roughly 3 miles per side. The number of comparison groups these fixed-effects entail is listed for each regression. The mean duration of Thanksgiving dinner was 257 minutes, and the average probability of opposite-voting political mismatch was 0.44 with a SD of 0.10. Standard errors are clustered at the precinct x precinct level and reported in parentheses, with significance levels: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$.

Supplementary Map:

The Effect of Partisanship and Political Advertising on Close Family Ties
Minutes of Thanksgiving Dinner Time Lost to Political Partisanship by County, 2016



*Notes: Darker color = more Thanksgiving minutes lost due to partisanship-shortened gatherings
Estimates obtained from anonymized smartphone location data*