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Exposure to untrustworthy websites in the 2016 US election

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Supplementary Information

Supplementary Methods

In this section, we provide more details about key elements of our coding and estimation procedures as well as details about our survey questionnaire.

Validation of sample

Supplementary Figure 1 presents results from surveys of both the general YouGov respondent population ($N = 1,000$) and members of the YouGov Pulse panel ($N = 6,591$) using identical question wordings. The survey of the general respondent pool is weighted using YouGov’s sample matching methodology. It was conducted for the authors in July 2017 to match questions routinely asked to panelists as they join the Pulse panel.

All four graphs show remarkably little difference in the distribution of attitudes about online privacy between the Pulse and general YouGov samples. Respondents, including those in the Pulse panel, are generally concerned about internet privacy and the amount of data that exists about them online. In regression results which are available upon request, we find that YouGov Pulse panel members do not differ significantly from the YouGov general respondent population in their responses to three of the four measures of concern about online privacy presented in Supplementary Figure 1 (OLS with HC2 robust standard errors; two-sided). We speculate that the Pulse data collection process, which is done with explicit consent and with strong anonymity protections, provides more reassurance than is typical in online interactions with companies and organizations which tend to assume implied consent via long, largely unread terms of service agreements. Thus, it is not a paradox that our Pulse panelists are just as concerned about protecting their personal data as those who do not share web consumption data with researchers. Overall, these results suggest that the decision to participate in Pulse is not associated with highly unusual privacy attitudes.

We also note that the relationship between demographic and political attitudes and browsing behavior that we observe is consistent with other data. For instance, Supplementary Figure 2 illustrates the strong correspondence between the partisanship of website visitors in our Pulse data and site-level data on visitor partisanship from the internet analytics firm comScore, which gives us confidence that we are capturing real individual-level correlates of online media consumption.

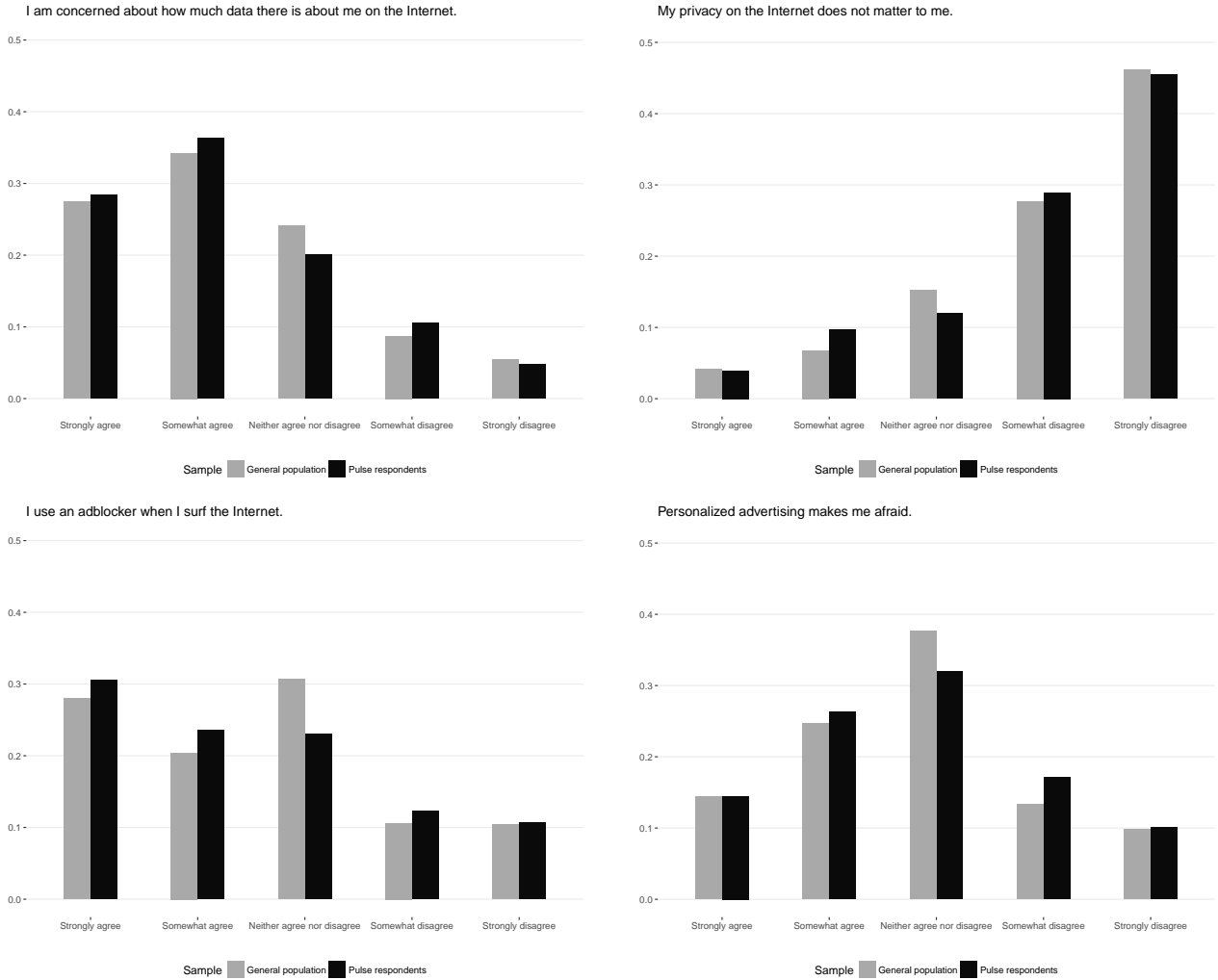
Processing online traffic data

We processed the online traffic data using the following procedure. The URLs visited by Pulse participants were first purged of anchor links (part of a URL beginning with “#” and referring to a specific section within a page). Once pre-processing was completed, sequential duplicates (i.e., visits to the same page by the same respondent on the same day that occurred immediately in sequence) were removed. In this way, we ensured that automatic reloads (or clicks to certain parts of the same page) would not count as separate visits in any of our measures.

Untrustworthy website list coding

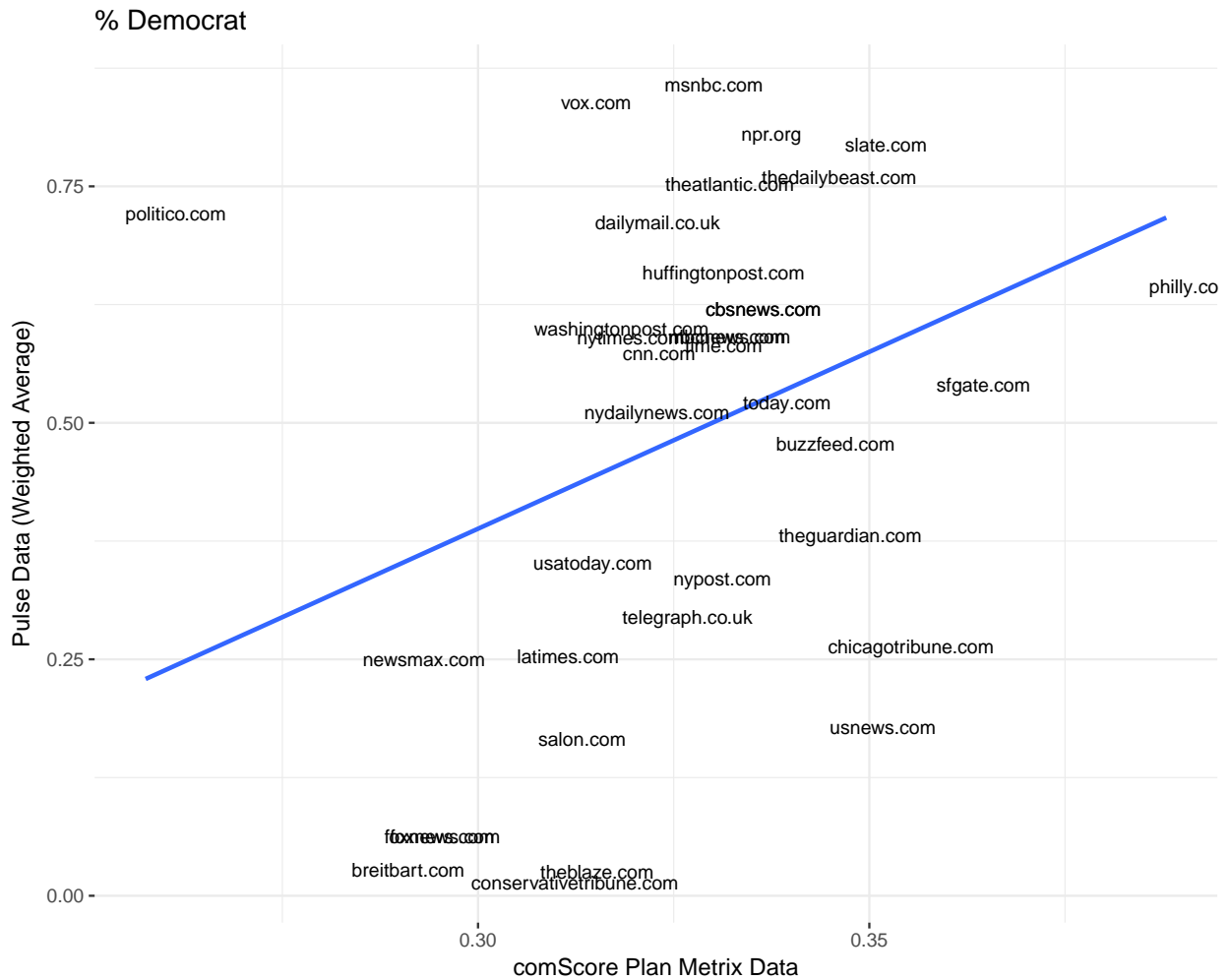
In the main text, we rely on a list of untrustworthy websites compiled by Grinberg et al. (2019). It comprises three types of websites that they classify as “black,” “red,” and “orange.” We summarize their descriptions of these sites and how they were identified below:

Supplementary Figure 1: Internet privacy attitudes of YouGov respondents with and without Pulse



Results from identical surveys of both the general YouGov (non-Pulse) respondent population ($N = 1,000$) and members of the YouGov Pulse panel ($N = 6,591$). The survey of the general respondent pool is weighted using YouGov's sample matching methodology described in fn. 3 above. It was conducted in July 2017.

Supplementary Figure 2: Correspondence between YouGov Pulse and comScore data



Estimated share of Democrats among monthly unique visitors to each domain reported by comScore in March 2015 ($N = 12,000$ in its Plan Metrix survey panel of the general Internet audience) and YouGov Pulse panel members from October 7–November 14, 2016 ($N = 2,525$; calculated using survey weights).

- “Black” sites include “163 sources from BuzzFeed News’s continuing series on fake news,” “PolitiFact’s list of 200 fake news websites from May 2017” (except sites categorized as parody, which were excluded, and those labeled as publishing “some fake news,” which were categorized as orange), “FactCheck.org’s list of 56 fake news websites from July 2017,” and a source list constructed from the Allcott and Gentzkow (2017) data, which is based on sources identified by Snopes and BuzzFeed.
- “Red” and “orange” sites were primarily identified from manual annotation of two sets of domains. The first set of domains were those identified as publishing false claims about politics by Snopes that “at least 1% of Democrats, Republicans, Independents, or other registered voters were potentially exposed to... in their timeline [in the Grinberg et al. (2019) sample of registered voters on Twitter] during the three months leading up to the election.” The second set were those domains that accounted for 80% of URL exposures on Twitter in their pre-election sample. These were manually labeled by four independent coders on “over 10 different dimensions of each site (e.g., author attribution, masthead, offering of corrections) as well as the severity and frequency of false claims documented on Snopes.” Through a process described further in the Supplementary Materials of Grinberg et al. (2019), these domains were classified into one of six categories: “green (reasonable and accountable journalism), yellow (low quality journalism), orange (negligent or deceptive), red (little regard for the truth), satire (self-described as satirical and affirmed as such by the annotators), and sites not applicable (for example, Amazon).” Websites identified as publishing “some fake news” by PolitiFact were also classified as orange (Grinberg et al., 2019). (This site-level coding approach is the most feasible for this study but entails tradeoffs that are inherent to any site-level coding approach. We acknowledge that some articles published by untrustworthy websites may not contain misleading content and that legitimate news outlets can unwittingly propagate misinformation. These possibilities are not accounted for by these measures. We discuss the reasons for this approach further below and in the discussion section of the main text.)

To illustrate the set of identified sites, we provide a list of the most frequently visited domains from the Grinberg et al. (2019) list in our sample in Supplementary Table 1.

Estimating article-level accuracy rates for untrustworthy websites

To validate our domain-based measure of exposure to untrustworthy news websites, we conduct an original analysis of a set of fact-checked articles from several different news domain categories used by Grinberg et al. (2019) (and adapted for use in this study). We begin with a list of Snopes fact checks collected by Grinberg et al., link those fact checks to the originating articles, and divide those articles into the domain-based categories they developed that are described in the subsection above — the “black,” “orange,” “red,” and “green” lists. (The latter category covers sources defined by Grinberg et al. 2019 as “reasonable and accountable journalism.”) We further subset this list using Snopes’s built-in tags to omit articles not related to political topics (such as business and crime), leaving us with 1,361 unique professionally fact-checked articles of different types.

The first summary statistic that we compute is the proportion of articles classified by fact-checkers as false by outlet type. For fact-checked articles from the domains classified as “black” by Grinberg et al., 96% were classified as false; the corresponding shares are 89% and 90% for “orange” and “red” articles, respectively. In total, articles on these sites, which we jointly classify as untrustworthy, were evaluated as false 93% of the time. Articles from “green” domains, by contrast,

Supplementary Table 1: Top questionable liberal and conservative websites by exposure

Domain	Rating	Number of visits	Website slant
conservativetribune.com	Orange	3910	conservative
dailycaller.com	Orange	3657	conservative
wnd.com	Red	3007	conservative
crooksandliars.com	Orange	2886	liberal
trueactivist.com	Orange	2298	liberal
bipartisanreport.com	Red	2131	liberal
thegatewaypundit.com	Red	1947	conservative
occupydemocrats.com	Black	1688	liberal
angrypatriotmovement.com	Black	1480	conservative
infowars.com	Red	1465	conservative
zerohedge.com	Orange	1316	conservative
youngcons.com	Orange	1291	conservative
allenbwest.com	Red	1190	conservative
redstatewatcher.com	Black	1135	conservative
thefederalistpapers.org	Orange	1126	conservative
endingthefed.com	Black	1109	conservative
iotwreport.com	Orange	963	N/A
theconservativetreehouse.com	Orange	842	conservative
inquisitr.com	Orange	836	conservative
dennismichaellynch.com	Orange	787	conservative
usuncut.com	Orange	751	liberal
viralliberty.com	Red	685	conservative
clashdaily.com	Black	598	conservative
conservativedailypost.com	Black	597	conservative
newcenturytimes.com	Orange	593	liberal
usherald.com	Black	573	conservative
dailynewsbin.com	Orange	559	liberal
chicksontheright.com	Orange	542	conservative
dailywire.com	Orange	475	conservative
heatst.com	Orange	460	conservative
truthfeed.com	Red	430	conservative
madworldnews.com	Black	419	conservative
thehornnews.com	Orange	396	conservative
tmn.today	Orange	382	N/A
express.co.uk	Orange	381	conservative
beforeitsnews.com	Black	359	conservative
libertywritersnews.com	Black	352	N/A
conservativebyte.com	Red	326	conservative
americannews.com	Red	315	N/A
100percentfedup.com	Red	311	conservative
yesimright.com	Black	307	conservative
conservativeoutfitters.com	Red	302	conservative
barenakedislam.com	Red	298	conservative
proudcons.com	Red	262	conservative
dcclothesline.com	Red	261	conservative

were found to be false 66% of the time — a gap of more than 25 percentage points. This difference clearly illustrates a large and measurable distinction in the overall trustworthiness of content one is likely to encounter in “green” articles compared to articles from other categories. The still-high overall level of content rated false among the “green” articles may seem surprising (though see the analysis below), but the list contains partisan sources that have occasionally published questionable material (such as *The Washington Times* and HuffPost). In addition, fact-checkers intentionally choose to focus on evaluating controversial and potentially suspect claims regardless of source (Graves, 2016). Both factors will tend to lead to higher rates of false claims among fact-checks of mainstream outlets than a random sample of all articles published by those sites would reveal, particularly for legitimate publications that have built-in error correction procedures (unlike those in the “red” or “black” lists).

We next estimate the likelihood that a given article a respondent encounters from an untrustworthy site will be rated false and how that likelihood differs from other websites. To take into account the frequency with which articles from each category are observed in our respondents’ web visit behavior, we merge the fact-check ratings and domain categorizations with our URL-level website visits data, resulting in more than 464,000 visit-level observations. Since this process greatly inflates the denominator, the overall proportions are much smaller. We therefore assess the trustworthiness of articles visited by our respondents by computing the ratio of *proportion false* in each category to *proportion false* among “green” articles. Specifically, we compute these ratios as the proportion of all visits in a category that were to a URL rated false by a fact-checker (i.e., we do not condition on the existence of a fact-check and account for differing exposure levels across URLs). These calculations use survey weights following the approach in the main text.

Using this approach, we find that articles encountered by respondents in our data from “black” domains were more than 40 times more likely to be coded false by professional fact-checkers than corresponding articles from “green” domains. Likewise, we find that visited articles from “orange” domains were more than 21 times more likely to be coded false and visited articles from “red” domains more than 10 times more likely. Overall, articles encountered by respondents from any of these three untrustworthy categories were approximately 24 times more likely to be coded false by fact-checkers compared to those from “green” domains.

In interpreting these ratios, it is important to note that the differences we observe likely understate the accuracy gap between untrustworthy sites and ones that are more responsible. First, fact-checkers may be more likely to scrutinize claims in articles from dubious websites than those from more credible outlets, resulting in more articles being checked on untrustworthy sites that ultimately pass muster. In addition, fact-checkers may engage in more effort to seek out potentially incorrect claims from credible outlets compared to untrustworthy sites. If either of these conjectures are correct, the difference in accuracy between “green” and non-“green” domains in the likelihood of encountering a false article is almost certainly much greater than what we observe above.

Estimating “hard news” consumption

We estimate “hard news” consumption using visits to websites classified as focusing on national news, politics, world affairs, or similar by Bakshy, Messing, and Adamic (2015). (They define “soft” news as stories that focus on sports, entertainment, travel, or similar.) We further exclude the websites of Amazon, Twitter, and YouTube from their list of hard news sites. While these sites may contain hard news content, they are not primarily news publishers and thus not the main focus of our analysis.

Total online news consumption is measured as the sum of the number of visits to sites focusing on untrustworthy websites identified by Grinberg et al. (2019), websites focusing on hard news topics

from the Bakshy, Messing, and Adamic (2015) list that are not classified as untrustworthy, and fact-checking websites (identified below). The proportion of visits to untrustworthy news was then calculated by dividing total visits to untrustworthy websites by the total online news consumption measure.

Coding referral websites

Referrals to articles were estimated as follows. For each individual respondent, we tabulated the three pages visited immediately prior to each web visit logged in the Pulse data. We additionally identified the pages seen within the previous 15, 30, and 45 seconds of each web visit. Using these measures, we coded a visit to one of our designated referring domains (Facebook, Google, Twitter, or a webmail provider [gmail.com, mail.google.com, mail.yahoo.com, mail.live.com, or hotmail.com]) within the previous three URLs in a given user's clickstream *and* within the given time interval (15–45 seconds depending on the variant reported) as a referral. We then compared the proportion of times these sites appeared as referrers to untrustworthy websites versus sites focusing on hard news topics that are not classified as untrustworthy and other websites.

Estimating fact-checking consumption

Fact-checking consumption is measured using visits to the four major national fact-checkers: PolitiFact (including state affiliates included on the main PolitiFact domain), the Washington Post Fact Checker, Factcheck.org, and Snopes. We focus on visits to actual articles and thus do not include visits to a fact-checking site's homepage or to search pages within a site.

Survey questionnaire

[The relevant portions of the stimuli administered to respondents are provided below. Other portions that are not directly relevant to this study will be reported in a future manuscript.]

This research project is being conducted by Brendan Nyhan from the Department of Government at Dartmouth College in the United States and Jason Reifer from the Department of Politics at the University of Exeter in the United Kingdom. It is a study to learn more about public opinion on issues in the news. Your participation is voluntary. Participation involves completion of a short survey as well as the anonymous tracking data on your online website visits which you have already agreed to as part of your YouGov Pulse participation. You may choose to not answer any or all questions. The researchers will not store information that could identify you with your survey responses. Identifying information will not be used in any presentation or publication written about this project. You must be age 18 or older to participate. Questions about this project may be directed to Brendan Nyhan, Professor of Government, at nyhan@dartmouth.edu.

If you agree to participate in this survey, click "I agree" below.

-I agree to participate

-I do not agree to participate

Who will you vote for in the election for President in November?

-Hillary Clinton (Democrat)

-Donald Trump (Republican)

-Gary Johnson (Libertarian)

-Jill Stein (Green)

- Other
- Not sure
- Probably won't vote

We'd like to know if you are working now, temporarily laid off, or are you unemployed, retired, permanently disabled, a homemaker, a student, or what?

- Working now
- Temporarily laid off
- Unemployed
- Retired
- Permanently disabled
- Homemaker
- Student
- Other

What do you think is the most important problem facing this country? [randomize order]

- Immigration
- Foreign trade/trade deficit
- Economy and jobs
- Health care
- National security and terrorism
- Federal deficit
- Crime
- Taxes
- Education
- Don't know
- Other

When it comes to politics, would you describe yourself as liberal, conservative, or neither liberal nor conservative?

- Very liberal
- Somewhat liberal
- Slightly liberal
- Moderate; middle of the road
- Slightly conservative
- Somewhat conservative
- Very conservative

Generally speaking, do you usually think of yourself as a Republican, a Democrat, an independent, or what?

- Republican
- Democrat
- Independent
- Something else

(If Democrat) Would you call yourself a strong Democrat or a not very strong Democrat?

- Strong Democrat
- Not very strong Democrat

(If Republican) Would you call yourself a strong Republican or a not very strong Republican?

- Strong Republican
- Not very strong Republican

(If neither Democrat nor Republican) Do you think of yourself as closer to the Republican Party or to the Democratic Party?

- Closer to the Republican Party
- Closer to the Democratic Party
- Neither

[omitted article choice task]

We would like to get your feelings toward some of our political leaders and other people who are in the news these days using something we call the feeling thermometer. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person. You would rate the person at the 50 degree mark if you don't feel particularly warm or cold toward the person. If we come to a person whose name you don't recognize, you don't need to rate that person.(randomize order)

- Barack Obama
- Hillary Clinton
- Donald Trump
- Democratic Party
- Republican Party
- PolitiFact
- FactCheck.org

There are many different activities related to the campaign and the elections that a person might do on the Internet. Below is a list of things you may or may not have done online in the months leading up to the November (2016) elections. Please indicate whether or not you have done each of these activities [Yes/No].

- Used the Internet to research or fact-check claims made during the campaign
- Took part in an online discussion about political issues or the campaign
- Looked for information online about candidates' voting records or positions on the issues
- Watched video online about the candidates or the election

(If yes to fact-checking item) Which of the following did you do to research or fact-check claims made during the campaign? Please indicate all that apply. [randomize order of options]

- Visited a fact-checking website such as PolitiFact.com, FactCheck.org, or the Washington Post Fact Checker
- Visited a candidate website
- Visited a blog or opinion website
- Visited a news website

Are you familiar with the fact-checking movement in journalism, which includes websites such as PolitiFact, Factcheck.org, and the Washington Post Fact Checker? (Fact-checking is a new development in journalism that seeks to hold politicians accountable when they make false or misleading

statements.)

-Yes

-No

(If Yes familiar with fact-checking) How familiar are you with fact-checking in journalism at websites such as PolitiFact?

-Very familiar

-Somewhat familiar

-Slightly familiar

-Slightly unfamiliar

-Somewhat unfamiliar

-Very unfamiliar

(If Yes familiar with fact-checking) In general, how favorable or unfavorable is your overall opinion of the fact-checking movement in journalism?

-Very favorable

-Somewhat favorable

-Slightly favorable

-Slightly unfavorable

-Somewhat unfavorable

-Very unfavorable

How often do you pay attention to what's going on in government and politics?

-Most of the time

-Some of the time

-Only now and then

-Hardly at all

-Don't know

Now we have a set of questions concerning various public figures. We want to see how much information about them gets out to the public from television, newspapers and the like. Please indicate if you think that the following statements are true or false. If you don't know, please select "Don't know." (randomize order) [Respondents have three choice options: "True", "False", "Don't know." Correct answer in brackets]

-David Cameron is the current Prime Minister of the United Kingdom. [False]

-The term of office for a Member of the United States Senate is four years. [False]

-The Republican Party holds a majority of seats in the US House of Representatives. [True]

-The Republican Party holds a majority of seats in the US Senate. [True]

-Overriding a presidential veto requires a three-quarters vote of the US Senate and House of Representatives. [False]

-John Kerry is the current US Secretary of State. [True]

-Antonin Scalia is the current Chief Justice of the US Supreme Court. [False]

-China has the largest economy in the world. [False]

[omitted article choice task]

[omitted information exposure experiment]

[omitted experimental outcome measures]

It is essential for the validity of this study that we know whether participants looked up any information online during the study. Did you make an effort to look up information during the study? Please be honest; you will not be penalized in any way if you did.

-Yes, I looked up information

-No, I did not look up information

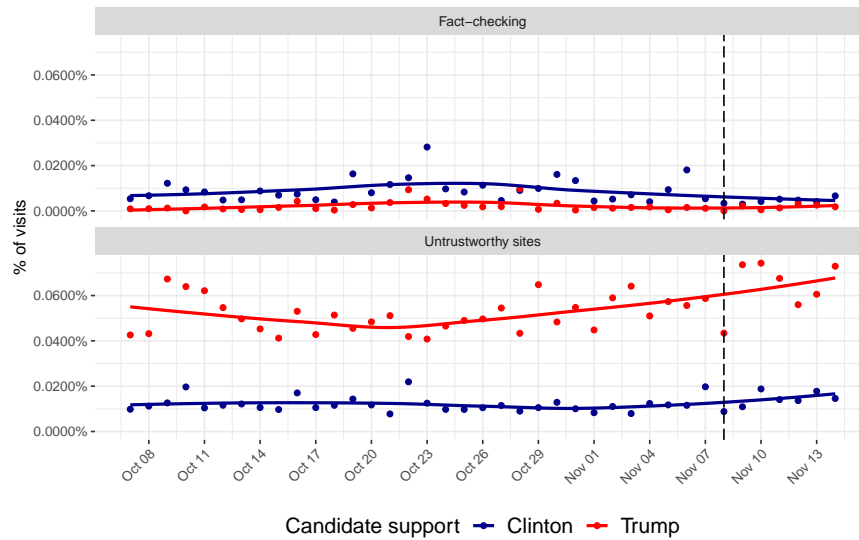
[omitted comments request and debrief]

Supplementary Results

Website exposure trends over time

When we disaggregate the data by the date on which the articles were read, we observe that differences in consumption of untrustworthy websites and fact-checking websites were relatively stable among supporters of both candidates over the October 7–November 14, 2016 sample period (though, unsurprisingly, both make up a tiny share of the URLs that our participants visited).

Supplementary Figure 3: Fact-check and untrustworthy website consumption over time



Respondents are YouGov Pulse panel members who supported Hillary Clinton or Donald Trump in the 2016 general election ($N = 2,525$). Estimates calculated using survey weights. Values represent the percentage of all URLs visited by Clinton and Trump supporters from the four dedicated national fact-checking sites (Snopes, PolitiFact, Factcheck.org, and the Washington Post Fact Checker) or the set of untrustworthy websites identified by Grinberg et al. (2019).

Robustness to alternate measures of untrustworthy content

We show in Supplementary Table 2 that the results in Table 1 hold if we use probit regression for the binary outcome measures rather than OLS. In Supplementary Table 3 below, we show that the conclusions in Table 1 are robust to including Breitbart, a high-profile site that frequently traffics in conspiracy theories and inflammatory claims (Bellware, 2016) but was not classified by Grinberg et al. (2019) as a untrustworthy website. To further validate our results, we also demonstrate that the results in Table 1 are consistent using two alternate outcome measures. First, Supplementary Table 4 presents results for visits to specific articles that fact-checkers have identified as false or misleading that were published by the untrustworthy websites identified by Grinberg et al. (2019). This measure is not exhaustive — fact-checkers cannot possibly evaluate every article on these websites — but provides a useful article-level robustness test for the domain-level measure described in the main text. Second, we present results in Supplementary Table 5 for exposure to an alternative measure constructed according to the following procedure:

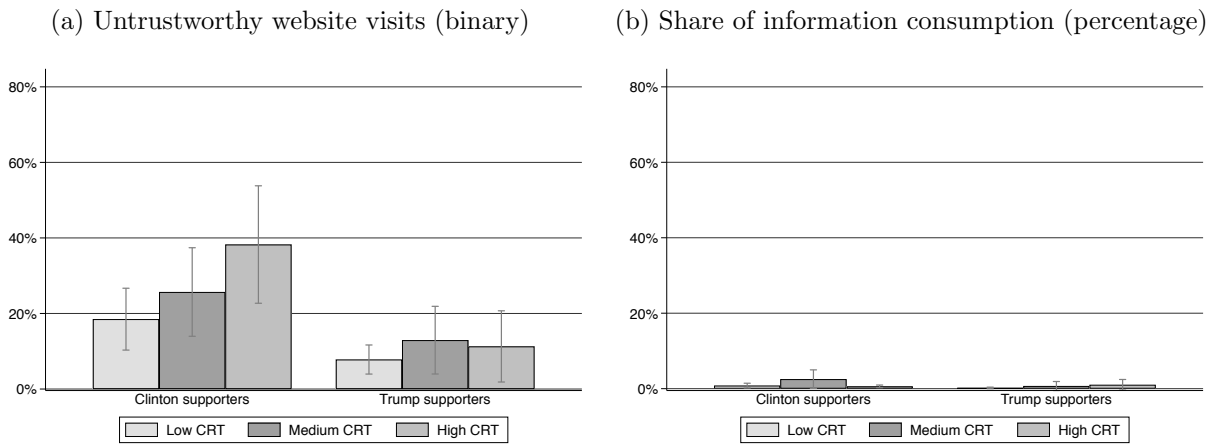
- Begin with the list of articles identified in Allcott and Gentzkow (2017) that were found by nonpartisan fact-checking organizations to be false.
- Filter out domains with only a single fact-checked article in the original list, leaving those with two or more published articles that have been found to be false or misleading.
- Classify the resulting list of 289 domains as pro-Trump or pro-Clinton. Code domains as pro-Trump (pro-Clinton) if Allcott and Gentzkow (2017) coded 80% or more of the identified articles from that domain as pro-Trump (pro-Clinton).
- Drop any domains previously identified by Bakshy, Messing, and Adamic (2015) as focusing on hard news topics via machine learning classification. This step excludes sites that existed prior to the beginning of the “fake news” phenomenon.
- Create binary and count indicators for visits to untrustworthy pro-Clinton and pro-Trump websites.

Supplementary Table 2: Who chooses to visit untrustworthy news websites (binary exposure)

	Conservative				Liberal			
	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI
Trump supporter	0.69	0.10	0.00	0.49, 0.88	-0.70	0.11	0.00	-0.90, -0.49
Political knowledge	0.06	0.03	0.06	-0.00, 0.12	0.08	0.03	0.00	0.02, 0.13
Political interest	0.24	0.09	0.01	0.06, 0.42	0.33	0.09	0.00	0.14, 0.51
College graduate	0.06	0.10	0.56	-0.13, 0.24	-0.03	0.10	0.81	-0.23, 0.18
Female	0.01	0.11	0.95	-0.21, 0.22	0.14	0.11	0.23	-0.08, 0.36
Nonwhite	-0.17	0.13	0.20	-0.43, 0.09	-0.45	0.15	0.00	-0.75, -0.15
Age 30–44	0.06	0.24	0.80	-0.41, 0.54	0.20	0.24	0.40	-0.27, 0.68
Age 45–59	0.24	0.22	0.27	-0.19, 0.67	0.30	0.23	0.19	-0.15, 0.75
Age 60+	0.26	0.21	0.21	-0.14, 0.66	0.31	0.22	0.16	-0.12, 0.73
N	2167				2167			

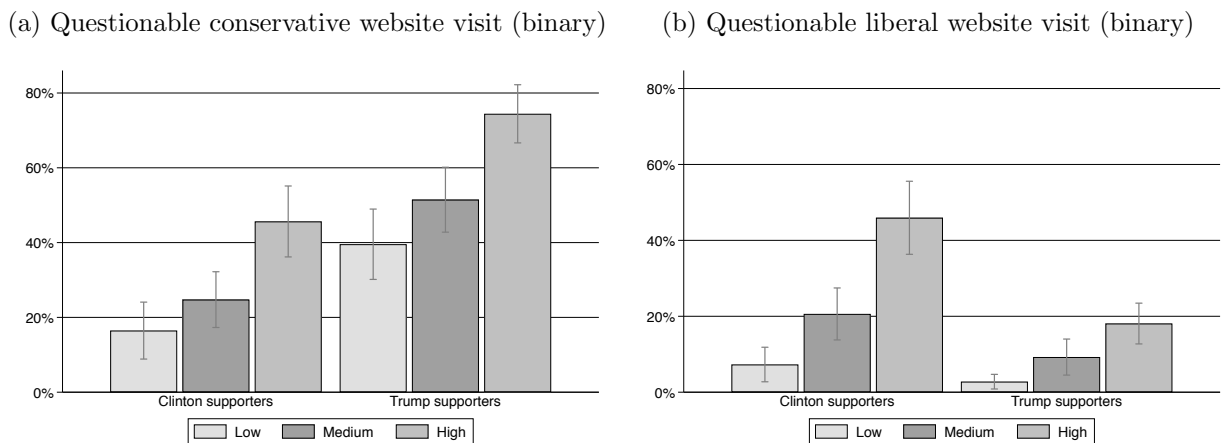
Probit regression models with survey weights (*p*-values two-sided). Respondents supported Hillary Clinton or Donald Trump in the 2016 general election (reference category for the Trump supporter indicator is Clinton support). The denominator for the information diet measure is the number of pages visited on websites classified as hard news by Bakshy, Messing, and Adamic (2015) (excluding Amazon, Twitter, and YouTube) as well as websites classified as untrustworthy according to the definition above.

Supplementary Figure 4: Consumption of untrustworthy liberal websites by CRT score and candidate preference



Means and 95% confidence intervals calculated using survey weights for October 7–November 14, 2016 among YouGov Pulse panel members who supported Clinton or Trump ($N = 772$ for binary exposure measure; $N = 711$ for information diet). The denominator for information consumption includes total exposure to those sites as well as the number of pages visited on websites classified as focusing on hard news topics (excluding Amazon, Twitter, and YouTube). Respondents who did not visit any of these sites are excluded from the information diet graph. “Medium” and “high” CRT scores indicate respondents who got one or more than one question correct on the Cognitive Reflection Test (22% and 20%, respectively).

Supplementary Figure 5: Untrustworthy website consumption by Facebook usage



Means and 95% confidence intervals calculated using survey weights for October 7–November 14, 2016 among YouGov Pulse panel members who supported Clinton or Trump ($N = 2,170$ for binary exposure measure; $N = 2,016$ for information diet). The denominator for information consumption includes total exposure to those sites as well as the number of pages visited on websites classified as focusing on hard news topics (excluding Amazon, Twitter, and YouTube). Respondents who did not visit any of these sites are excluded from the information diet graph. Facebook usage groups were constructed using a tercile split on the number of visits respondents made to Facebook.

Supplementary Table 3: Who chooses to visit untrustworthy news websites (including Breitbart)

	<i>Untrustworthy conservative sites</i> % of info diet						<i>Untrustworthy liberal sites</i> % of info diet									
	Binary			Binary			Binary			Binary						
	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI
Trump supporter	0.25	0.04	0.00	0.18, 0.32	0.10	0.01	0.00	0.08, 0.12	-0.17	0.03	0.00	-0.22, -0.12	-0.01	0.00	0.00	-0.02, -0.01
Political knowledge	0.02	0.01	0.05	0.00, 0.04	0.00	0.00	0.58	-0.00, 0.01	0.02	0.01	0.00	0.01, 0.03	-0.00	0.00	0.23	-0.00, 0.00
Political interest	0.08	0.03	0.00	0.03, 0.14	0.02	0.01	0.00	0.01, 0.03	0.06	0.02	0.00	0.03, 0.09	0.00	0.00	0.01	0.00, 0.01
College graduate	0.02	0.03	0.47	-0.04, 0.09	-0.02	0.01	0.07	-0.03, 0.00	-0.00	0.03	0.98	-0.05, 0.05	0.00	0.00	0.82	-0.00, 0.00
Female	-0.00	0.04	0.94	-0.08, 0.07	0.02	0.01	0.05	0.00, 0.04	0.03	0.03	0.30	-0.02, 0.08	0.00	0.00	0.90	-0.00, 0.00
Nonwhite	-0.06	0.04	0.15	-0.14, 0.02	-0.01	0.01	0.53	-0.02, 0.01	-0.11	0.03	0.00	-0.18, -0.05	-0.01	0.00	0.01	-0.01, -0.00
Age 30–44	0.04	0.08	0.56	-0.10, 0.19	0.00	0.01	0.70	-0.02, 0.03	0.04	0.05	0.34	-0.05, 0.13	0.00	0.00	0.24	-0.00, 0.01
Age 45–59	0.09	0.07	0.19	-0.05, 0.23	0.02	0.01	0.15	-0.01, 0.04	0.06	0.05	0.16	-0.03, 0.15	0.01	0.00	0.03	0.00, 0.01
Age 60+	0.11	0.07	0.10	-0.02, 0.24	0.04	0.01	0.00	0.02, 0.07	0.07	0.04	0.10	-0.01, 0.16	0.01	0.00	0.00	0.00, 0.01
Constant	-0.12	0.12	0.29	-0.35, 0.10	-0.09	0.02	0.00	-0.14, -0.05	-0.06	0.07	0.41	-0.19, 0.08	-0.00	0.01	0.46	-0.01, 0.01
R ²	0.14				0.18				0.10				0.03			
N	2167				2014				2167				2014			

OLS models with survey weights (*p*-values two-sided). Online traffic statistics cover the October 7–November 14, 2016 period among YouGov Pulse panel members. Respondents supported Hillary Clinton or Donald Trump in the 2016 general election (reference category for the Trump supporter indicator is Clinton support). The set of untrustworthy websites and liberal/conservative classifications of those sites are drawn from Grinberg et al. (2019). The untrustworthy conservative website measure is modified from the main text to include visits to Breitbart. The denominator for the information diet measure is the number of pages visited on websites classified as hard news by Bakshy, Messing, and Adamic (2015) (excluding Amazon, Twitter, and YouTube) as well as websites classified as untrustworthy according to the definition above. Respondents who did not visit any sites classified as focusing on hard news topics are excluded from the information diet models.

Supplementary Table 4: Who chooses to visit fact-checked articles (URL-level outcome measure)

	<i>Untrustworthy conservative sites</i>							
	Binary				% of info diet			
	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI
Trump supporter	0.04	0.01	0.00	0.02, 0.07	0.00	0.00	0.00	0.00, 0.00
Political knowledge	0.00	0.00	0.36	-0.00, 0.01	0.00	0.00	0.57	-0.00, 0.00
Political interest	0.01	0.01	0.03	0.00, 0.03	0.00	0.00	0.97	-0.00, 0.00
College graduate	-0.01	0.01	0.57	-0.02, 0.01	-0.00	0.00	0.58	-0.00, 0.00
Female	0.01	0.01	0.28	-0.01, 0.03	0.00	0.00	0.80	-0.00, 0.00
Nonwhite	-0.02	0.01	0.14	-0.04, 0.00	-0.00	0.00	0.10	-0.00, 0.00
Age 30–44	0.02	0.01	0.06	-0.00, 0.04	0.00	0.00	0.50	-0.00, 0.00
Age 45–59	0.02	0.01	0.02	0.00, 0.03	0.00	0.00	0.14	-0.00, 0.00
Age 60+	0.04	0.01	0.00	0.02, 0.06	0.00	0.00	0.01	0.00, 0.00
Constant	-0.07	0.02	0.00	-0.11, -0.03	-0.00	0.00	0.75	-0.00, 0.00
R ²	0.04				0.01			
N	2167				2008			

OLS models with survey weights (*p*-values two-sided). Online traffic statistics cover the October 7–November 14, 2016 period among YouGov Pulse panel members. The set of untrustworthy websites and liberal/conservative classifications of those sites are drawn from Grinberg et al. (2019); the URLs identified by fact-checkers as false or misleading were compiled by Allcott and Gentzkow (2017) and Grinberg et al. (2019). (No respondents in our sample visited articles identified by fact-checkers as false or misleading on untrustworthy liberal websites during the study period.) The denominator for the information diet measure include total exposure to those sites as well as the number of pages visited on websites classified as hard news by Bakshy, Messing, and Adamic (2015) (excluding Amazon, Twitter, and YouTube). Respondents who did not visit any sites classified as focusing on hard news topics are excluded from the information diet models.

Supplementary Table 5: Who chooses to visit untrustworthy news websites (Allcott/Gentkow measure)

	<i>Untrustworthy conservative sites</i> % of info diet						<i>Untrustworthy liberal sites</i> % of info diet												
	Binary			Binary			Binary			Binary									
	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI			
Trump supporter	0.22	0.03	0.00	0.15, 0.28	0.04	0.01	0.00	0.03, 0.05	-0.11	0.02	0.00	-0.15, -0.08	-0.00	0.00	0.00	-0.01, -0.00			
Political knowledge	0.02	0.01	0.02	0.00, 0.04	0.00	0.00	0.98	-0.00, 0.00	0.00	0.00	0.50	-0.01, 0.01	-0.00	0.00	0.12	-0.00, 0.00			
Political interest	0.04	0.02	0.03	0.00, 0.08	0.00	0.00	0.26	-0.00, 0.01	0.03	0.01	0.07	-0.00, 0.06	0.00	0.00	0.05	-0.00, 0.00			
College graduate	-0.01	0.03	0.73	-0.07, 0.05	-0.00	0.01	0.51	-0.01, 0.01	0.01	0.02	0.44	-0.02, 0.05	-0.00	0.00	0.36	-0.00, 0.00			
Female	0.05	0.03	0.10	-0.01, 0.10	0.01	0.01	0.20	-0.00, 0.02	0.02	0.02	0.28	-0.02, 0.06	0.00	0.00	0.21	-0.00, 0.00			
Nonwhite	-0.06	0.04	0.11	-0.13, 0.01	0.00	0.01	0.66	-0.01, 0.02	-0.05	0.02	0.02	-0.10, -0.01	-0.00	0.00	0.08	-0.00, 0.00			
Age 30–44	-0.04	0.05	0.49	-0.15, 0.07	-0.00	0.00	0.65	-0.01, 0.01	0.05	0.02	0.02	0.01, 0.10	0.00	0.00	0.20	-0.00, 0.00			
Age 45–59	0.03	0.06	0.60	-0.08, 0.15	0.00	0.00	0.37	-0.00, 0.01	0.08	0.02	0.00	0.03, 0.12	0.00	0.00	0.01	0.00, 0.00			
Age 60+	0.08	0.06	0.14	-0.03, 0.19	0.02	0.01	0.00	0.01, 0.04	0.11	0.02	0.00	0.06, 0.15	0.00	0.00	0.02	0.00, 0.01			
Constant	-0.11	0.08	0.17	-0.27, 0.05	-0.02	0.01	0.06	-0.04, 0.00	-0.05	0.05	0.29	-0.14, 0.04	-0.00	0.00	0.75	-0.01, 0.00			
R ²				0.13				0.09				0.07				0.03			
N				2167				2015				2167				2015			

OLS models with survey weights (*p*-values two-sided). Online traffic statistics cover the October 7–November 14, 2016 period among YouGov Pulse panel members. The set of untrustworthy websites and pro-Trump/pro-Clinton classifications of those sites are constructed from a list compiled by Allcott and Gentzkow (2017) according to a procedure we describe above. The denominator for the information diet measure include total exposure to those sites as well as the number of pages visited on websites classified as hard news by Bakshy, Messing, and Adamic (2015) (excluding Amazon, Twitter, and YouTube). Respondents who did not visit any sites classified as focusing on hard news topics are excluded from the information diet models.

Supplementary Table 6: Who chooses to visit untrustworthy news websites (all respondents)

	<i>Untrustworthy conservative sites</i> % of info diet										<i>Untrustworthy liberal sites</i> % of info diet										
	Binary					Binary					Binary					Binary					
	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	
Trump supporter	0.17	0.05	0.00	0.07, 0.27	0.07	0.01	0.00	0.05, 0.09	-0.04	0.03	0.11	-0.09, 0.01	-0.00	0.00	0.03	-0.01, -0.00	-0.00	0.00	0.00	0.03	-0.01, -0.00
Clinton supporter	-0.08	0.05	0.08	-0.17, 0.01	-0.02	0.00	0.00	-0.03, -0.02	0.12	0.03	0.00	0.06, 0.18	0.01	0.00	0.00	0.00, 0.01	0.01	0.00	0.00	0.00	0.00, 0.01
Political knowledge	0.02	0.01	0.07	-0.00, 0.04	0.00	0.00	0.61	-0.00, 0.00	0.02	0.01	0.00	0.01, 0.03	-0.00	0.00	0.31	-0.00, 0.00	-0.00	0.00	0.00	0.00	-0.00, 0.00
Political interest	0.07	0.03	0.01	0.02, 0.12	0.01	0.00	0.00	0.01, 0.02	0.03	0.02	0.07	-0.00, 0.06	0.00	0.00	0.01	0.00, 0.01	0.00	0.00	0.00	0.00	0.00, 0.01
College graduate	0.05	0.03	0.14	-0.01, 0.11	-0.01	0.01	0.03	-0.03, -0.00	0.01	0.02	0.53	-0.03, 0.06	0.00	0.00	0.54	-0.00, 0.00	0.00	0.00	0.00	0.00	-0.00, 0.00
Female	-0.01	0.03	0.71	-0.08, 0.05	0.01	0.01	0.10	-0.00, 0.03	0.01	0.02	0.52	-0.03, 0.06	0.00	0.00	0.83	-0.00, 0.00	0.00	0.00	0.00	0.00	-0.00, 0.00
Nonwhite	-0.06	0.04	0.12	-0.14, 0.02	-0.01	0.01	0.35	-0.02, 0.01	-0.09	0.03	0.00	-0.15, -0.03	-0.01	0.00	0.00	-0.01, -0.00	-0.01	0.00	0.00	0.00	-0.01, -0.00
Age 30-44	0.09	0.06	0.14	-0.03, 0.21	0.01	0.01	0.35	-0.01, 0.02	-0.02	0.04	0.70	-0.10, 0.07	0.00	0.00	0.58	-0.00, 0.00	0.00	0.00	0.00	0.00	-0.00, 0.00
Age 45-59	0.12	0.06	0.04	0.01, 0.23	0.02	0.01	0.02	0.00, 0.04	0.02	0.04	0.63	-0.07, 0.11	0.01	0.00	0.03	0.00, 0.01	0.01	0.00	0.00	0.00	0.00, 0.01
Age 60+	0.12	0.05	0.02	0.02, 0.23	0.04	0.01	0.00	0.02, 0.06	0.04	0.04	0.33	-0.04, 0.12	0.01	0.00	0.00	0.00, 0.01	0.01	0.00	0.00	0.00	0.00, 0.01
Constant	-0.01	0.09	0.91	-0.19, 0.17	-0.04	0.01	0.00	-0.07, -0.01	-0.05	0.08	0.53	-0.20, 0.10	-0.01	0.00	0.07	-0.01, 0.00	-0.01	0.00	0.00	0.00	-0.01, 0.00
R ²	0.13				0.17				0.08				0.03				0.03				
N	2514				2327				2514				2327				2327				

OLS models with survey weights (*p*-values two-sided). Online traffic statistics cover the October 7–November 14, 2016 period among YouGov Pulse panel members. The set of untrustworthy websites and liberal/conservative classifications of those sites are drawn from Grinberg et al. (2019). The denominator for the information diet measure include total exposure to those sites as well as the number of pages visited on websites classified as hard news by Bakshy, Messing, and Adamic (2015) (excluding Amazon, Twitter, and YouTube). Respondents who did not visit any sites classified as focusing on hard news topics are excluded from the information diet models.

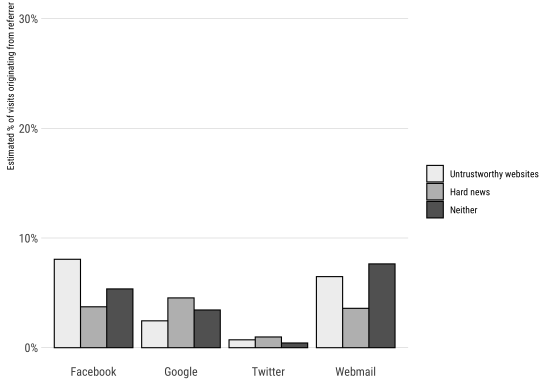
Supplementary Table 7: Who chooses to visit untrustworthy news websites (with CRT scores)

	<i>Untrustworthy conservative sites</i> % of info diet						<i>Untrustworthy liberal sites</i> % of info diet					
	Binary			Binary			Binary			Binary		
	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI
Trump supporter	0.34	0.07	0.00	0.21, 0.47	0.10	0.02	0.00	0.07, 0.13	-0.16	0.04	0.00	-0.24, -0.07
Medium CRT score	0.10	0.11	0.37	-0.12, 0.31	-0.00	0.01	0.82	-0.02, 0.02	0.05	0.06	0.40	-0.07, 0.17
High CRT score	0.05	0.09	0.61	-0.13, 0.23	-0.01	0.01	0.48	-0.02, 0.01	0.16	0.09	0.08	-0.02, 0.35
Trump × medium CRT	-0.28	0.14	0.04	-0.56, -0.01	-0.01	0.03	0.82	-0.07, 0.06	-0.03	0.08	0.71	-0.18, 0.12
Trump × high CRT	-0.29	0.15	0.06	-0.58, 0.01	-0.06	0.03	0.04	-0.11, -0.00	-0.16	0.10	0.12	-0.37, 0.04
Political knowledge	0.01	0.02	0.64	-0.02, 0.04	-0.00	0.00	0.86	-0.01, 0.01	0.01	0.01	0.27	-0.01, 0.03
Political interest	0.12	0.04	0.00	0.05, 0.19	0.02	0.01	0.01	0.01, 0.03	0.09	0.03	0.00	0.04, 0.15
College graduate	0.03	0.05	0.60	-0.08, 0.13	-0.01	0.01	0.65	-0.03, 0.02	-0.01	0.04	0.89	-0.09, 0.08
Female	-0.04	0.05	0.46	-0.14, 0.06	0.02	0.01	0.10	-0.00, 0.04	0.08	0.03	0.01	0.02, 0.15
Nonwhite	-0.03	0.06	0.65	-0.15, 0.09	-0.03	0.01	0.02	-0.05, -0.00	-0.06	0.04	0.15	-0.14, 0.02
Age 30-44	-0.04	0.10	0.72	-0.24, 0.16	-0.01	0.01	0.47	-0.04, 0.02	0.04	0.06	0.48	-0.07, 0.15
Age 45-59	0.08	0.10	0.45	-0.12, 0.28	0.01	0.01	0.47	-0.02, 0.04	0.07	0.06	0.24	-0.05, 0.19
Age 60+	0.04	0.10	0.72	-0.15, 0.22	0.03	0.02	0.04	0.00, 0.06	0.06	0.06	0.28	-0.05, 0.18
Constant	-0.13	0.14	0.35	-0.40, 0.14	-0.06	0.03	0.03	-0.11, -0.00	-0.20	0.09	0.03	-0.38, -0.02
R ²	0.18				0.20				0.14			
N	770				710				770			710

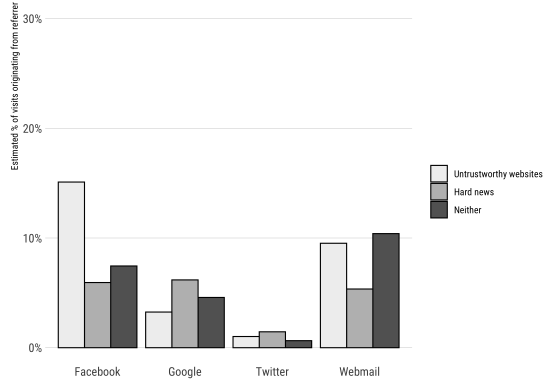
OLS models with survey weights (*p*-values two-sided). Online traffic statistics cover the October 7–November 14, 2016 period among YouGov Pulse panel members. Respondents supported Hillary Clinton or Donald Trump in the 2016 general election (reference category for the Trump supporter indicator is Clinton support). The denominator for the information diet measure is the number of pages visited on websites classified as hard news by Bakshy, Messing, and Adamic (2015) (excluding Amazon, Twitter, and YouTube) as well as websites classified as untrustworthy according to the definition above. Respondents who did not visit any sites classified as focusing on hard news topics are excluded from the information diet models. “Medium” and “high” CRT scores indicate respondents who got one or more than one question correct on the Cognitive Reflection Test (22% and 20%, respectively; Frederick 2005). The excluded category thus indicates respondents who got zero CRT items correct (58%).

Supplementary Figure 6: Referrer estimates: Untrustworthy websites versus other URLs

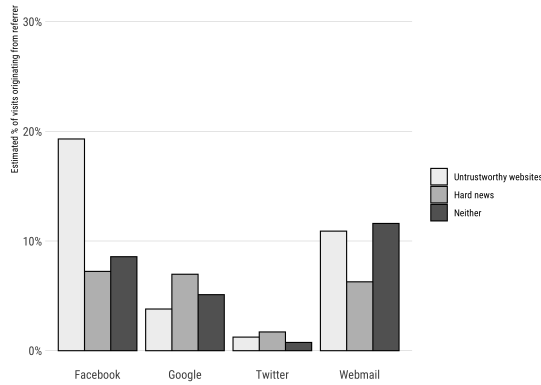
(a) Visited within 15 seconds



(b) Visited within 30 seconds



(c) Visited within 45 seconds



Means and 95% confidence intervals calculated using survey weights for October 7–November 14, 2016 among YouGov Pulse panel members ($N = 2,525$). The denominator for information consumption includes total exposure to those sites as well as the number of pages visited on websites classified as focusing on hard news topics (excluding Amazon, Twitter, and YouTube). Respondents who did not visit any of these sites are excluded from the information diet graph. Facebook, Google, Twitter, or a webmail provider such as Gmail were identified as a referrer if they appeared within the last three URLs visited by the user in 15, 30, or 45 seconds prior to visiting the article.

Supplementary Table 8: Untrustworthy website consumption by average media diet

	<i>Untrustworthy conservative sites</i> % of info diet					<i>Untrustworthy liberal sites</i> % of info diet						
	Binary	s.e.	p	95% CI	b	s.e.	p	95% CI	b	s.e.	p	95% CI
Decile 2 news consumption	0.14	0.07	0.06	-0.01, 0.29	0.01	0.00	0.09	-0.00, 0.02	-0.01	0.08	0.87	-0.16, 0.14
Decile 3 news consumption	0.21	0.07	0.00	0.08, 0.34	0.02	0.01	0.00	0.01, 0.03	-0.06	0.07	0.40	-0.20, 0.08
Decile 4 news consumption	0.11	0.07	0.12	-0.03, 0.24	0.01	0.00	0.00	0.00, 0.02	-0.18	0.07	0.01	-0.31, -0.05
Decile 5 news consumption	0.09	0.06	0.18	-0.04, 0.21	0.01	0.00	0.01	0.00, 0.02	-0.15	0.07	0.02	-0.28, -0.02
Decile 6 news consumption	0.11	0.07	0.11	-0.02, 0.25	0.02	0.01	0.00	0.01, 0.03	-0.18	0.07	0.01	-0.31, -0.05
Decile 7 news consumption	0.08	0.07	0.24	-0.05, 0.21	0.02	0.01	0.00	0.01, 0.03	-0.26	0.06	0.00	-0.38, -0.15
Decile 8 news consumption	0.01	0.06	0.86	-0.10, 0.12	0.07	0.02	0.00	0.03, 0.11	-0.30	0.05	0.00	-0.41, -0.20
Decile 9 news consumption	0.34	0.06	0.00	0.21, 0.46	0.17	0.02	0.00	0.14, 0.21	-0.20	0.06	0.00	-0.32, -0.08
Decile 10 news consumption	0.51	0.06	0.00	0.38, 0.63	0.20	0.02	0.00	0.16, 0.24	-0.24	0.06	0.00	-0.35, -0.12
Political interest	0.08	0.02	0.00	0.04, 0.12	0.01	0.00	0.02	0.00, 0.02	0.04	0.01	0.00	0.02, 0.07
College	0.04	0.03	0.23	-0.02, 0.10	-0.02	0.01	0.01	-0.03, -0.00	0.01	0.02	0.74	-0.04, 0.05
Female	-0.02	0.03	0.58	-0.09, 0.05	0.02	0.01	0.03	0.00, 0.03	0.02	0.02	0.50	-0.03, 0.06
Nonwhite	-0.12	0.04	0.00	-0.20, -0.04	-0.03	0.01	0.00	-0.04, -0.01	-0.04	0.03	0.13	-0.10, 0.01
Age 30-44	0.08	0.06	0.18	-0.04, 0.19	0.00	0.01	0.57	-0.01, 0.02	-0.02	0.05	0.64	-0.11, 0.07
Age 45-59	0.12	0.06	0.02	0.02, 0.23	0.02	0.01	0.03	0.00, 0.04	0.01	0.05	0.81	-0.08, 0.10
Age 60+	0.11	0.05	0.04	0.01, 0.21	0.03	0.01	0.00	0.02, 0.05	0.03	0.04	0.44	-0.05, 0.12
Constant	-0.06	0.10	0.56	-0.26, 0.14	-0.05	0.02	0.01	-0.08, -0.01	0.19	0.09	0.05	0.00, 0.37
R ²	0.15				0.30				0.10			0.03
N	2412				2326				2412			2326

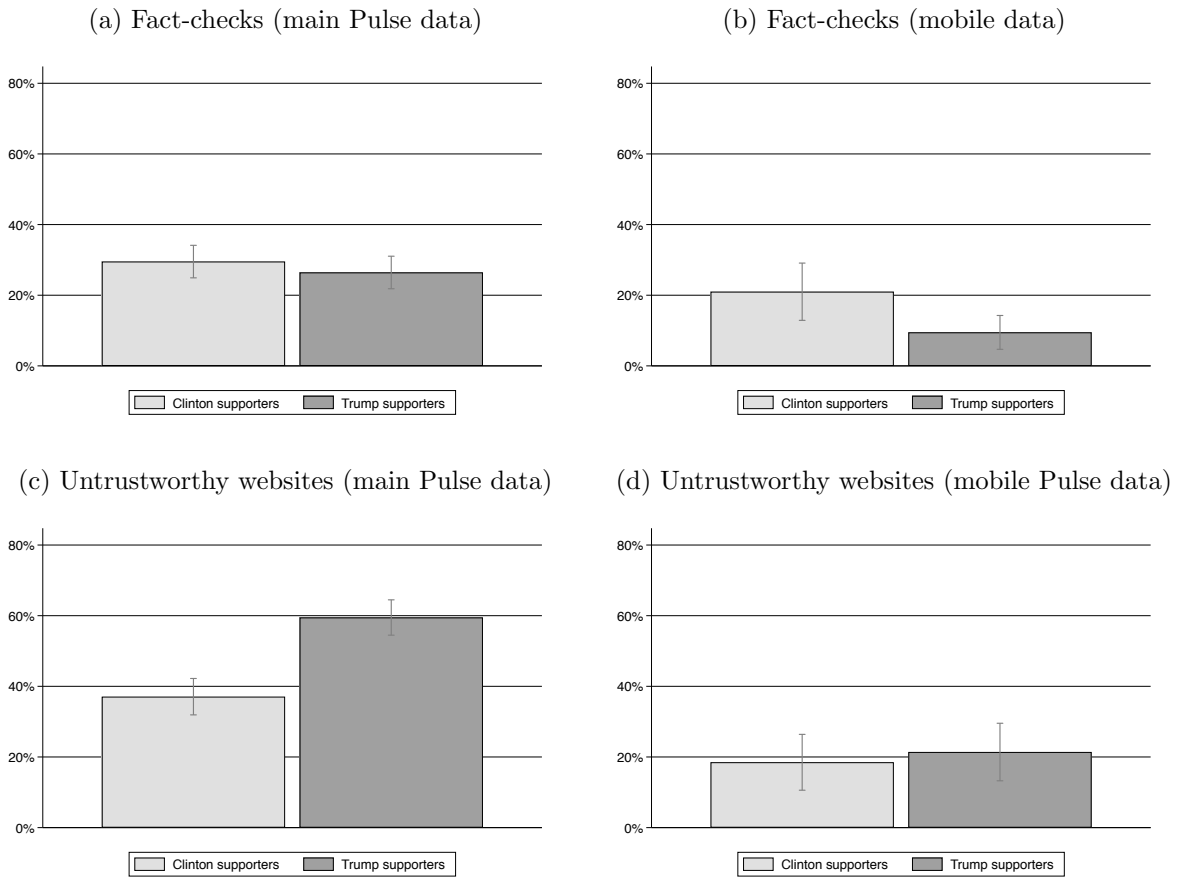
OLS models with survey weights (p -values two-sided). Online traffic statistics cover the October 7–November 14, 2016 period among YouGov Pulse panel members. Respondents supported Hillary Clinton or Donald Trump in the 2016 general election (reference category for the Trump supporter indicator is Clinton support). The set of untrustworthy websites and liberal/conservative classifications of those sites are drawn from Grinberg et al. (2019). The denominator for the information diet measure is the number of pages visited on websites classified as hard news by Bakshy, Messing, and Adamic (2015) (excluding Amazon, Twitter, and YouTube) as well as websites classified as untrustworthy according to the definition above. Respondents who did not visit any sites classified as focusing on hard news topics are excluded from the information diet models.

Supplementary Table 9: Untrustworthy website consumption by Facebook usage levels

	<i>Untrustworthy conservative sites</i> % of info diet						<i>Untrustworthy liberal sites</i> % of info diet										
	Binary			Binary			Binary			Binary							
	<i>b</i>	<i>s.e.</i>	<i>p</i>	95% CI	<i>b</i>	<i>s.e.</i>	<i>p</i>	95% CI	<i>b</i>	<i>s.e.</i>	<i>p</i>	95% CI	<i>b</i>	<i>s.e.</i>	<i>p</i>	95% CI	
Trump supporter	0.18	0.06	0.00	0.06, 0.30	0.04	0.01	0.00	0.02, 0.06	-0.10	0.03	0.00	-0.16, -0.04	-0.00	0.00	0.13	-0.01, 0.00	
Facebook usage: Tercile 2	0.08	0.05	0.16	-0.03, 0.18	-0.00	0.00	0.74	-0.01, 0.01	0.12	0.04	0.00	0.04, 0.20	0.01	0.00	0.03	0.00, 0.02	
Facebook usage: Tercile 3	0.26	0.06	0.00	0.15, 0.38	-0.00	0.00	0.46	-0.01, 0.01	0.36	0.05	0.00	0.26, 0.46	0.01	0.00	0.00	0.01, 0.02	
Trump supporter × Tercile 2	0.05	0.08	0.52	-0.11, 0.22	0.04	0.02	0.07	-0.00, 0.08	-0.05	0.05	0.31	-0.15, 0.05	-0.01	0.01	0.06	-0.02, 0.00	
Trump supporter × Tercile 3	0.10	0.09	0.27	-0.07, 0.27	0.11	0.02	0.00	0.07, 0.15	-0.20	0.06	0.00	-0.32, -0.09	-0.01	0.00	0.00	-0.02, -0.00	
Political interest	0.10	0.02	0.00	0.05, 0.14	0.02	0.01	0.00	0.01, 0.03	0.07	0.01	0.00	0.05, 0.10	0.00	0.00	0.02	0.00, 0.01	
College	0.05	0.03	0.09	-0.01, 0.11	-0.01	0.01	0.09	-0.03, 0.00	0.02	0.03	0.35	-0.03, 0.07	-0.00	0.00	0.88	-0.00, 0.00	
Female	-0.05	0.04	0.17	-0.12, 0.02	0.01	0.01	0.27	-0.01, 0.03	-0.01	0.03	0.61	-0.06, 0.04	-0.00	0.00	0.99	-0.00, 0.00	
Nonwhite	-0.03	0.04	0.52	-0.11, 0.06	-0.01	0.01	0.54	-0.02, 0.01	-0.09	0.03	0.01	-0.15, -0.02	-0.01	0.00	0.03	-0.01, -0.00	
Age 30-44	0.04	0.08	0.63	-0.12, 0.20	0.00	0.01	0.93	-0.02, 0.02	0.07	0.05	0.16	-0.03, 0.16	0.00	0.00	0.10	-0.00, 0.01	
Age 45-59	0.09	0.08	0.22	-0.06, 0.25	0.02	0.01	0.18	-0.01, 0.04	0.08	0.05	0.10	-0.01, 0.16	0.01	0.00	0.02	0.00, 0.01	
Age 60+	0.09	0.07	0.23	-0.06, 0.23	0.04	0.01	0.00	0.01, 0.06	0.06	0.04	0.15	-0.02, 0.15	0.01	0.00	0.00	0.00, 0.01	
Constant	-0.18	0.13	0.15	-0.44, 0.07	-0.07	0.02	0.00	-0.12, -0.03	-0.18	0.07	0.01	-0.32, -0.04	-0.01	0.01	0.07	-0.02, 0.00	
R ²	0.20				0.22				0.18				0.18			0.04	
N	2167				2167				2167				2167			2014	

OLS models with survey weights (*p*-values two-sided). Online traffic statistics cover the October 7–November 14, 2016 period among YouGov Pulse panel members. Respondents supported Hillary Clinton or Donald Trump in the 2016 general election (reference category for the Trump supporter indicator is Clinton support). The set of untrustworthy websites and liberal/conservative classifications of those sites are drawn from Grimberg et al. (2019). The denominator for the information diet measure is the number of pages visited on websites classified as hard news by Bakshy, Messing, and Adamic (2015) (excluding Amazon, Twitter, and YouTube) as well as websites classified as untrustworthy according to the definition above. Respondents who did not visit any sites classified as focusing on hard news topics are excluded from the information diet models.

Supplementary Figure 7: Mobile fact-check/untrustworthy website consumption (domain-level)

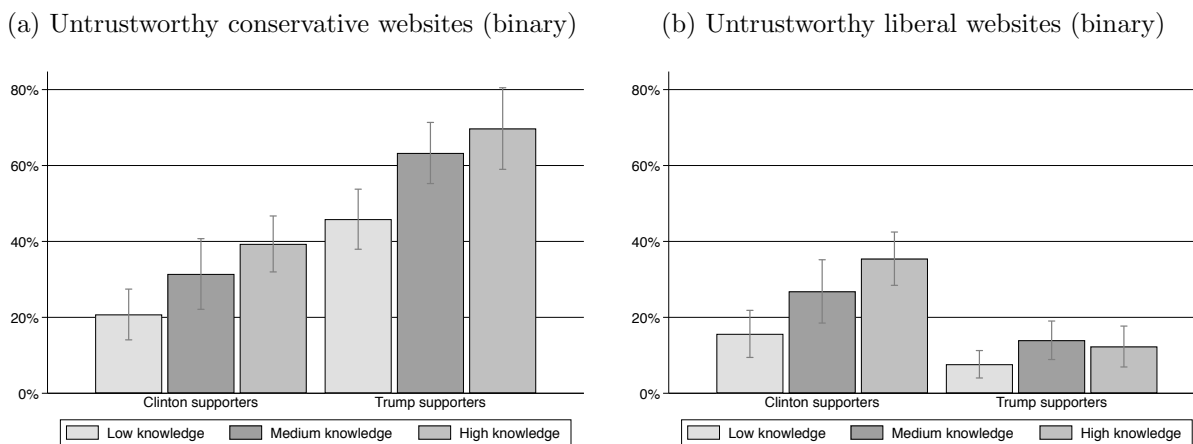


Means and 95% confidence intervals calculated using survey weights for October 7–November 14, 2016 among YouGov Pulse panel members who supported Clinton or Trump (main Pulse data: $N = 2,170$; mobile data: $N = 549$).

The role of political knowledge

While it may seem plausible that untrustworthy website consumption is simply the result of ignorance about politics, we find no evidence that people who are less knowledgeable consume more news from untrustworthy websites than people who are better informed about politics. To examine how knowledge is associated with consumption of news from untrustworthy websites, we conduct a tercile split based on scores on a political knowledge scale, which measures respondents' ability to correctly answer eight questions about political news, elected officials, and institutions (e.g., how many years are in a term for a U.S. senator?). (For details on the knowledge scale, see the survey questionnaire, which is also in the Supplementary Materials.) As Supplementary Figure 8 demonstrates, consumption of news from untrustworthy websites does not diminish among either Clinton or Trump supporters who are more informed about politics.

Supplementary Figure 8: Untrustworthy website consumption by candidate support/knowledge



Means and 95% confidence intervals calculated using survey weights for October 7–November 14, 2016 among YouGov Pulse panel members who supported Clinton or Trump ($N = 2,170$ for binary exposure measure; $N = 2,016$ for information diet). The denominator for information consumption includes total exposure to those sites as well as the number of pages visited on websites classified as focusing on hard news topics (excluding Amazon, Twitter, and YouTube). Respondents who did not visit any of these sites are excluded from the information diet graph. Knowledge groups were constructed using a tercile split on a scale of political knowledge.

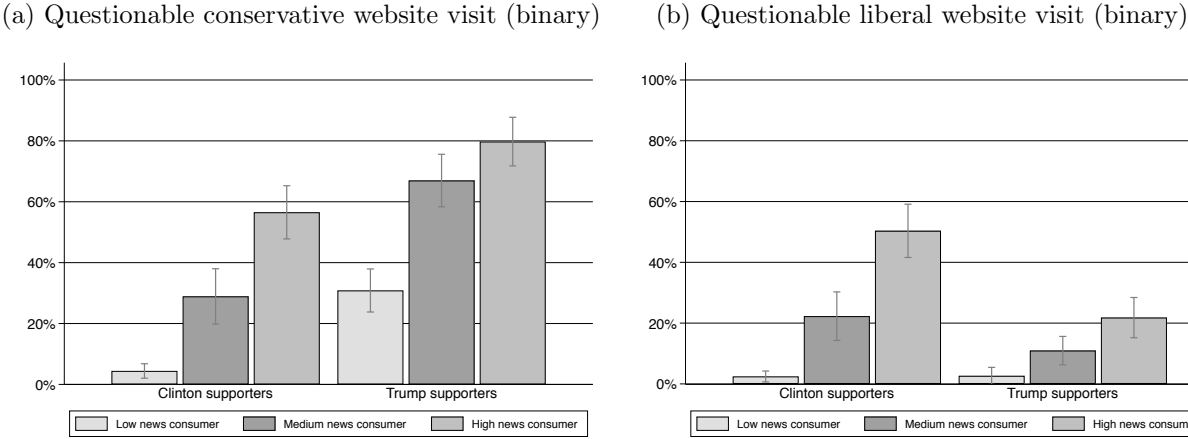
In the bottom tercile of knowledge, 46% of Trump supporters consumed one or more articles from untrustworthy conservative websites. This proportion actually increases to 63% and 70% among Trump supporters in the middle and high-knowledge terciles. Even high-knowledge Clinton supporters were more likely to view untrustworthy conservative websites (39%) compared to their counterparts in the low- and medium-knowledge terciles (21% and 31%, respectively). These patterns are similar, though weaker in magnitude, for untrustworthy liberal websites. Just 15% of Clinton supporters in the bottom political knowledge tercile consumed one or more articles from untrustworthy liberal websites. This proportion increases among the top two terciles of knowledge, but only to 27% for those in the middle tercile and 35% for those in the top tercile. Supplementary Table 10 confirms these results, showing that there is no evidence that consumption of news from untrustworthy websites diminishes among respondents who are more politically informed after adjusting for covariates.

Supplementary Table 10: Untrustworthy website consumption by political knowledge levels

	<i>Untrustworthy conservative sites</i> % of info diet					<i>Untrustworthy liberal sites</i> % of info diet						
	Binary		Binary			Binary		Binary				
	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI
Trump supporter	0.20	0.05	0.00	0.09, 0.31	0.07	0.01	0.00	0.05, 0.10	-0.15	0.04	0.00	-0.22, -0.07
Political knowledge: Tercile 2	0.04	0.06	0.52	-0.08, 0.16	-0.01	0.01	0.01	-0.02, -0.00	0.05	0.05	0.32	-0.05, 0.16
Political knowledge: Tercile 3	0.07	0.06	0.20	-0.04, 0.19	-0.01	0.01	0.06	-0.03, 0.00	0.10	0.05	0.06	-0.00, 0.20
Trump supporter × Tercile 2	0.08	0.08	0.33	-0.08, 0.24	0.05	0.02	0.04	0.00, 0.10	-0.03	0.06	0.63	-0.14, 0.09
Trump supporter × Tercile 3	0.10	0.08	0.22	-0.06, 0.26	0.02	0.02	0.26	-0.02, 0.06	-0.09	0.06	0.13	-0.20, 0.02
Political interest	0.08	0.03	0.00	0.03, 0.13	0.02	0.01	0.00	0.01, 0.03	0.07	0.02	0.00	0.04, 0.10
College graduate	0.02	0.03	0.60	-0.05, 0.08	-0.02	0.01	0.05	-0.03, 0.00	0.00	0.03	0.86	-0.05, 0.06
Female	0.01	0.04	0.82	-0.06, 0.08	0.02	0.01	0.08	-0.00, 0.03	0.02	0.03	0.42	-0.03, 0.07
Nonwhite	-0.06	0.04	0.16	-0.15, 0.02	-0.01	0.01	0.21	-0.03, 0.01	-0.11	0.03	0.00	-0.17, -0.04
Age 30-44	0.03	0.07	0.65	-0.11, 0.18	0.01	0.01	0.52	-0.01, 0.03	0.04	0.05	0.37	-0.05, 0.13
Age 45-59	0.09	0.07	0.18	-0.04, 0.23	0.02	0.01	0.09	-0.00, 0.04	0.07	0.05	0.15	-0.02, 0.16
Age 60+	0.11	0.06	0.10	-0.02, 0.23	0.04	0.01	0.00	0.02, 0.07	0.08	0.04	0.07	-0.01, 0.16
Constant	-0.06	0.12	0.58	-0.29, 0.16	-0.07	0.02	0.00	-0.11, -0.03	-0.06	0.07	0.42	-0.20, 0.08
R ²	0.14				0.18				0.09			0.03
N	2167				2014				2167			2014

OLS models with survey weights (*p*-values two-sided). Online traffic statistics cover the October 7–November 14, 2016 period among YouGov Pulse panel members. Respondents supported Hillary Clinton or Donald Trump in the 2016 general election (reference category for the Trump supporter indicator is Clinton support). The set of untrustworthy websites and liberal/conservative classifications of those sites are drawn from Grimberg et al. (2019). The denominator for the information diet measure is the number of pages visited on websites classified as hard news by Bakshy, Messing, and Adamic (2015) (excluding Amazon, Twitter, and YouTube) as well as websites classified as untrustworthy according to the definition above. Respondents who did not visit any sites classified as focusing on hard news topics are excluded from the information diet models.

Supplementary Figure 9: Questionable consumption by hard news consumption



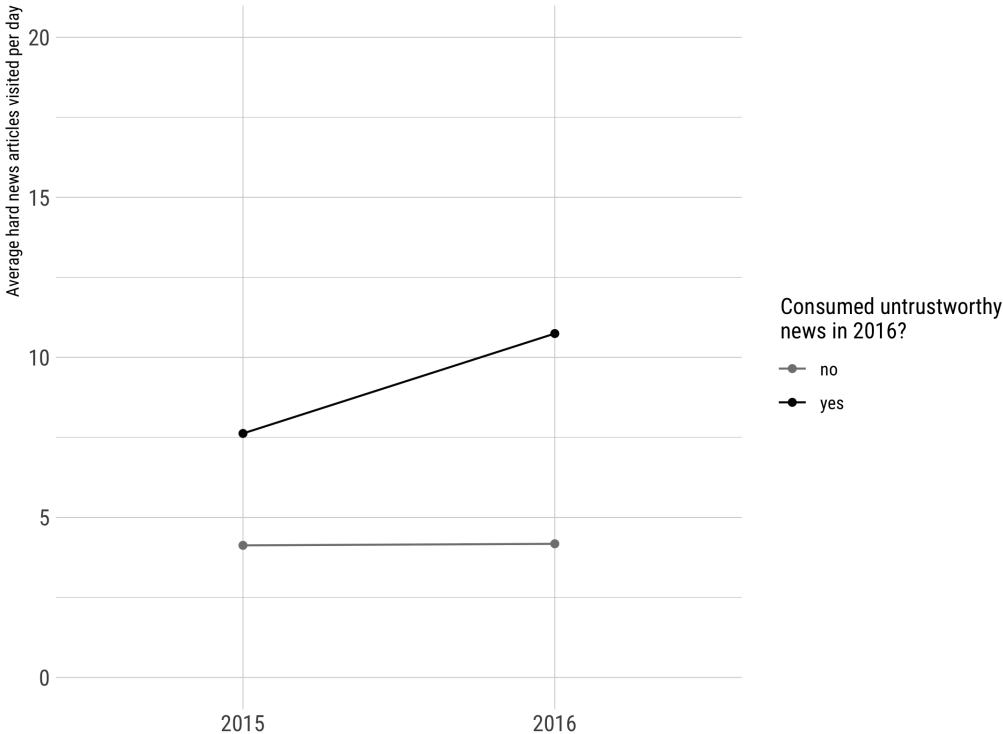
Means and 95% confidence intervals calculated using survey weights for October 7–November 14, 2016 among YouGov Pulse panel members who supported Clinton or Trump ($N = 2,170$). News consumption groups were constructed using a tercile split on a measure of visits to the sites whose topical focus was classified by Bakshy, Messing, and Adamic (2015) as hard news (excluding Amazon, Twitter, and YouTube).

Supplementary Table 11: Untrustworthy website consumption by hard news consumption levels

	<i>Untrustworthy conservative sites</i>						<i>Untrustworthy liberal sites</i>					
	Binary			% of info diet			Binary			% of info diet		
	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI
Trump supporter	0.22	0.04	0.00	0.14, 0.30	0.12	0.02	0.00	0.07, 0.16	-0.05	0.02	0.01	-0.10, -0.01
Hard news consumption: Tercile 2	0.22	0.05	0.00	0.12, 0.32	-0.01	0.01	0.18	-0.02, 0.00	0.17	0.04	0.00	0.09, 0.25
Hard news consumption: Tercile 3	0.49	0.05	0.00	0.38, 0.59	-0.01	0.01	0.03	-0.02, -0.00	0.45	0.05	0.00	0.35, 0.54
Trump supporter × Tercile 2	0.14	0.07	0.05	-0.00, 0.28	-0.02	0.02	0.36	-0.07, 0.03	-0.08	0.05	0.09	-0.18, 0.01
Trump supporter × Tercile 3	-0.01	0.08	0.91	-0.16, 0.14	-0.06	0.02	0.02	-0.10, -0.01	-0.25	0.06	0.00	-0.37, -0.14
Political interest	0.07	0.02	0.00	0.02, 0.11	0.02	0.01	0.00	0.01, 0.03	0.05	0.01	0.00	0.03, 0.08
College graduate	-0.02	0.03	0.60	-0.07, 0.04	-0.01	0.01	0.10	-0.03, 0.00	-0.02	0.02	0.41	-0.07, 0.03
Female	0.03	0.03	0.30	-0.03, 0.10	0.01	0.01	0.14	-0.00, 0.03	0.05	0.02	0.03	0.01, 0.10
Nonwhite	-0.02	0.04	0.55	-0.10, 0.05	-0.01	0.01	0.45	-0.02, 0.01	-0.08	0.03	0.01	-0.14, -0.02
Age 30–44	0.07	0.06	0.30	-0.06, 0.19	0.00	0.01	0.66	-0.02, 0.03	0.07	0.04	0.12	-0.02, 0.15
Age 45–59	0.12	0.06	0.03	0.01, 0.24	0.02	0.01	0.13	-0.01, 0.04	0.09	0.04	0.04	0.01, 0.18
Age 60+	0.13	0.06	0.02	0.02, 0.24	0.04	0.01	0.00	0.02, 0.06	0.10	0.04	0.02	0.02, 0.18
Constant	-0.25	0.09	0.01	-0.44, -0.07	-0.08	0.02	0.00	-0.13, -0.04	-0.19	0.07	0.00	-0.32, -0.06
R ²	0.29				0.19				0.22			0.03
N	2167				2014				2167			2014

OLS models with survey weights (*p*-values two-sided). Online traffic statistics cover the October 7–November 14, 2016 period among YouGov Pulse panel members. Respondents supported Hillary Clinton or Donald Trump in the 2016 general election (reference category for the Trump supporter indicator is Clinton support). The set of untrustworthy websites and liberal/conservative classifications of those sites are drawn from Grinberg et al. (2019). The denominator for the information diet measure is the number of pages visited on websites classified as hard news by Bakshy, Messing, and Adamic (2015) (excluding Amazon, Twitter, and YouTube) as well as websites classified as untrustworthy according to the definition above. Respondents who did not visit any sites classified as focusing on hard news topics are excluded from the information diet models.

Supplementary Figure 10: Change in hard news consumption: Early 2015 versus the 2016 campaign



Means and 95% confidence intervals calculated using survey weights for February 27–March 19, 2015 and October 7–November 14, 2016 among YouGov Pulse panel members who appear in both datasets ($N =$). Hard news consumption is measured as visits to the sites whose topical focus was classified by Bakshy, Messing, and Adamic (2015) as hard news excluding any domains classified as untrustworthy by Grinberg et al. (2019).

Supplementary Table 12: Hard news consumption 2015–2016

	Model 1				Model 2				Model 3			
	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI
Questionable website reader (2016)	82.28	37.54	0.030	8.49, 156.07	70.17	42.06	0.097	-12.51, 152.86	-38.19	44.53	0.392	-125.73, 49.35
2016 sample	85.48	34.83	0.016	17.02, 153.94	86.06	35.12	0.016	17.01, 155.11	86.06	35.12	0.016	17.01, 155.11
Questionable website × 2016	204.03	71.37	0.005	63.73, 344.34	203.45	71.52	0.005	62.85, 344.05	203.45	71.52	0.005	62.85, 344.05
Trump supporter					-140.21	59.40	0.020	-256.99, -23.44	-117.43	48.15	0.016	-212.09, -22.77
Political knowledge					21.60	13.37	0.111	-4.70, 47.89	12.42	11.38	0.279	-9.94, 34.79
Political interest					24.56	25.80	0.347	-26.15, 75.28	71.14	25.78	0.009	20.46, 121.82
College graduate					22.86	54.95	0.678	-85.16, 130.88	32.95	48.05	0.494	-61.52, 127.43
Female					-29.56	52.65	0.575	-133.08, 73.95	-39.05	46.24	0.400	-129.95, 51.85
Nonwhite					-14.00	60.49	0.818	-132.91, 104.92	-104.24	54.87	0.062	-212.11, 3.64
Age 30-44					154.34	69.52	0.040	17.68, 291.01	23.26	64.66	0.723	-103.86, 150.38
Age 45-59					81.59	61.24	0.204	-38.81, 201.99	61.91	59.14	0.313	-54.35, 178.17
Age 60+					84.28	57.54	0.165	-28.83, 197.40	61.01	54.49	0.281	-46.12, 168.14
Total page visits									0.02	0.00	<0.001	0.01, 0.02
Constant	93.46	19.56	<0.001	55.01, 131.91	-113.24	116.20	0.336	-341.69, 115.20	-322.26	117.34	0.009	-552.94, -91.58
R ²	0.093				0.151				0.276			
Observations	414				412				412			

OLS models with standard errors clustered by respondent (*p*-values two-sided). Respondents are YouGov Pulse panel members who took part in February/March 2015 and October/November 2016 surveys and supported Hillary Clinton or Donald Trump in the 2016 general election (reference category for the Trump supporter indicator is Clinton support). Political knowledge is measured as the number of correct answers on an eight-question scale. Political interest is a self-reported measure on a scale from 4 (people who say they pay attention to what's going on in government and politics "most of the time") to 1 (those who pay attention "hardly at all").

The relationship between exposure to untrustworthy websites and political behavior (vote choice and turnout)

To evaluate the conjecture that “fake news” affected the outcome of the 2016 election, we examine the relationship between prior exposure to untrustworthy conservative websites and two possible outcomes of interest — vote choice (using our pre-election survey) and voter turnout (using a validated measure of voter turnout). Though we lack as-if random variation in exposure to untrustworthy websites, our design offers several compelling advantages relative to existing research. We observe candidate preference before the election via our October 21–31, 2016 survey; we can measure prior exposure to untrustworthy websites rather than relying on retrospective self-reports; and we observe actual turnout behavior.

To increase the plausibility of our identification strategy, we condition on relevant prior behavior in our vote choice and turnout models. To do so, we consider the subset of respondents (72%) who indicated which candidate they supported in a previous YouGov poll, allowing us to condition on preferences for Clinton or Trump that were measured before the period we consider (the excluded category is respondents who supported a third party candidate or were undecided). Our turnout model further conditions on past turnout behavior (whether respondents voted in the 2012 primaries and general election and/or the 2016 primaries). These models therefore test whether Trump support in October 2016 or voter turnout in the November 2016 election differentially increased among respondents exposed to untrustworthy news relative to past behavior (i.e., vote intention in July 2016 or turnout behavior in the 2012 and 2016 primaries and the 2012 general election). We test for pooled effects among all respondents and also estimate interaction models that test for heterogeneous effects by prior candidate preference. However, it is first necessary to create an appropriate treatment variable of exposure to untrustworthy conservative news for these tests. We restrict our measure of exposure to a binary indicator for untrustworthy conservative website exposure during the period prior to the survey (October 7–21, 2016). Finally, our analysis of turnout and vote choice conditions on numerous covariates including information consumption, prior candidate preference, and past voter turnout. This design requires a selection-on-observables assumption that may be invalid in this context.

We report three sets of results in Supplementary Tables 13–15 below. Supplementary Table 13 reproduces the results from Table 2 in the main text but includes the full set of results for prior turnout covariates. Supplementary Table 14 presents results for vote choice intention for subgroups depending on respondents’ prior candidate preference as measured in a survey in July 2016. Finally, Supplementary Table 15 presents results for turnout divided by prior candidate support.

Because our results are null in each case and often imprecisely estimated, we report results from two one-sided equivalence tests at the 95% confidence level. These reveal that we can only confidently rule out very large effects on both Trump support and turnout. Specifically, the results reveal that we can only rule out effects of ten percentage points or more on Trump support in either direction for all respondents. The subgroup results are even more imprecise (equivalency intervals of 17 percentage points for Trump support among prior Clinton supporters, 7 percentage points among prior Trump supporters, and 13 percentage points among respondents who were undecided or previously supported another candidate). Similarly, the turnout results only rule out effects of nine percentage points or more in either direction and are more imprecise among subgroups (16 percentage points for prior Clinton supporters, 10 percentage points for prior Trump supporters, and 13 percentage points among respondents who were undecided or previously supported another candidate).

Supplementary Table 13: Correlates of Trump support and voter turnout in the 2016 election

	Trump support				Voter turnout			
	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI
Clinton supporter (July)	-0.19	0.04	0.00	-0.26, -0.12	-0.05	0.04	0.25	-0.14, 0.04
Trump supporter (July)	0.69	0.04	0.00	0.61, 0.78	-0.06	0.04	0.12	-0.13, 0.02
Untrustworthy conservative website exposure (binary)	0.05	0.03	0.08	-0.01, 0.11	0.04	0.03	0.23	-0.02, 0.10
Liberal information diet	-0.05	0.03	0.09	-0.10, 0.01	0.04	0.04	0.33	-0.04, 0.12
Conservative information diet	0.01	0.02	0.78	-0.04, 0.05	-0.03	0.04	0.43	-0.10, 0.04
Political knowledge	-0.01	0.01	0.28	-0.02, 0.01	-0.01	0.01	0.36	-0.03, 0.01
Political interest	0.04	0.02	0.01	0.01, 0.07	0.02	0.02	0.47	-0.03, 0.06
College graduate	-0.06	0.03	0.03	-0.11, -0.01	-0.02	0.03	0.44	-0.08, 0.03
Female	-0.01	0.02	0.54	-0.06, 0.03	-0.00	0.03	0.93	-0.06, 0.06
Nonwhite	-0.01	0.03	0.69	-0.08, 0.05	-0.02	0.04	0.59	-0.10, 0.05
Age 30–44	0.07	0.05	0.11	-0.02, 0.16	0.06	0.05	0.26	-0.04, 0.15
Age 45–59	0.08	0.04	0.04	0.00, 0.15	0.06	0.05	0.29	-0.05, 0.16
Age 60+	0.12	0.04	0.00	0.04, 0.21	0.03	0.04	0.46	-0.05, 0.12
2012 presidential primary voter					-0.00	0.03	0.87	-0.06, 0.05
2012 general election voter					0.55	0.05	0.00	0.46, 0.64
2016 presidential primary voter					0.23	0.04	0.00	0.15, 0.31
Constant	0.07	0.09	0.42	-0.10, 0.25	0.24	0.08	0.00	0.08, 0.40
R^2	0.77				0.53			
N	1715				1715			

OLS models with survey weights (*p*-values two-sided). Online traffic statistics for October 7–21, 2016 among YouGov Pulse panel members. Trump support was measured in a survey conducted October 21–31, 2016. YouGov matched validated vote data from TargetSmart to survey respondents.

Supplementary Table 14: Correlates of Trump support in the 2016 election by prior candidate support

	Clinton supporters (July)				Trump supporters (July)				Undecided/other (July)			
	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI
Untrustworthy conservative website exposure (binary)	0.07	0.05	0.20	-0.04, 0.18	0.03	0.02	0.29	-0.02, 0.08	0.02	0.06	0.77	-0.10, 0.14
Liberal information diet	0.02	0.02	0.34	-0.02, 0.07	-0.04	0.06	0.56	-0.16, 0.09	-0.21	0.06	0.00	-0.32, -0.10
Conservative information diet	-0.02	0.02	0.26	-0.06, 0.02	0.02	0.03	0.38	-0.03, 0.08	-0.04	0.08	0.61	-0.19, 0.11
Political knowledge	-0.01	0.01	0.24	-0.02, 0.01	0.01	0.01	0.40	-0.01, 0.02	-0.02	0.02	0.17	-0.06, 0.01
Political interest	0.01	0.01	0.22	-0.01, 0.04	0.04	0.03	0.14	-0.01, 0.10	0.06	0.04	0.07	-0.00, 0.13
College graduate	-0.01	0.01	0.40	-0.03, 0.01	-0.11	0.04	0.01	-0.19, -0.03	-0.01	0.05	0.83	-0.12, 0.09
Female	-0.03	0.03	0.28	-0.09, 0.03	0.02	0.03	0.36	-0.03, 0.08	-0.06	0.08	0.44	-0.22, 0.09
Nonwhite	0.05	0.04	0.24	-0.04, 0.14	-0.08	0.06	0.19	-0.20, 0.04	-0.04	0.08	0.63	-0.19, 0.11
Age 30–44	0.01	0.01	0.44	-0.01, 0.03	0.10	0.10	0.32	-0.09, 0.29	0.05	0.08	0.52	-0.11, 0.21
Age 45–59	-0.00	0.01	0.99	-0.02, 0.02	0.09	0.08	0.27	-0.07, 0.26	0.10	0.08	0.23	-0.06, 0.25
Age 60+	0.04	0.04	0.24	-0.03, 0.12	0.08	0.08	0.31	-0.07, 0.23	0.31	0.09	0.00	0.13, 0.49
Constant	-0.03	0.03	0.21	-0.09, 0.02	0.70	0.15	0.00	0.40, 1.00	0.09	0.20	0.65	-0.30, 0.48
R ²	0.15				0.15				0.15			
N	743				642				330			

OLS models with survey weights (*p*-values two-sided). Online traffic statistics for October 7–21, 2016 among YouGov Pulse panel members. Trump support was measured in a survey conducted October 21–31, 2016.

Supplementary Table 15: Correlates of voter turnout in the 2016 election by prior candidate support

	Clinton supporters (July)			Trump supporters (July)			Undecided/other (July)					
	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI	<i>b</i>	s.e.	<i>p</i>	95% CI
Untrustworthy conservative website exposure (binary)	0.07	0.05	0.21	-0.04, 0.18	0.02	0.04	0.56	-0.06, 0.11	-0.01	0.07	0.85	-0.15, 0.12
Liberal information diet	0.06	0.05	0.18	-0.03, 0.16	0.07	0.06	0.23	-0.04, 0.18	-0.02	0.08	0.83	-0.17, 0.13
Conservative information diet	0.01	0.08	0.91	-0.14, 0.16	-0.02	0.04	0.65	-0.11, 0.07	-0.11	0.06	0.04	-0.22, -0.00
Political knowledge	-0.03	0.01	0.04	-0.06, -0.00	0.02	0.01	0.16	-0.01, 0.05	-0.02	0.01	0.06	-0.05, 0.00
Political interest	0.03	0.04	0.48	-0.05, 0.10	-0.02	0.04	0.51	-0.09, 0.05	0.08	0.04	0.03	0.01, 0.15
College	0.02	0.04	0.60	-0.06, 0.10	-0.05	0.04	0.19	-0.12, 0.02	-0.05	0.05	0.36	-0.15, 0.06
Female	0.02	0.05	0.70	-0.08, 0.12	-0.00	0.04	0.90	-0.08, 0.07	-0.03	0.06	0.60	-0.16, 0.09
Nonwhite	-0.06	0.06	0.30	-0.17, 0.05	-0.09	0.05	0.07	-0.18, 0.01	0.09	0.08	0.26	-0.07, 0.25
Age 30-44	0.03	0.08	0.72	-0.12, 0.18	0.06	0.10	0.53	-0.13, 0.26	0.10	0.09	0.26	-0.07, 0.27
Age 45-59	0.11	0.10	0.27	-0.08, 0.29	-0.04	0.08	0.63	-0.20, 0.12	0.09	0.10	0.40	-0.11, 0.28
Age 60+	0.05	0.08	0.51	-0.11, 0.22	-0.06	0.08	0.44	-0.22, 0.09	0.12	0.07	0.11	-0.03, 0.27
2012 presidential primary voter	-0.01	0.05	0.81	-0.12, 0.09	-0.01	0.05	0.91	-0.10, 0.09	-0.01	0.05	0.83	-0.10, 0.08
2012 general election voter	0.51	0.08	0.00	0.35, 0.67	0.63	0.06	0.00	0.52, 0.74	0.52	0.08	0.00	0.37, 0.67
2016 presidential primary voter	0.29	0.07	0.00	0.14, 0.43	0.16	0.05	0.00	0.06, 0.26	0.22	0.06	0.00	0.10, 0.34
Constant	0.20	0.12	0.09	-0.03, 0.44	0.24	0.12	0.05	-0.00, 0.49	0.12	0.14	0.40	-0.15, 0.38
R ²	0.54				0.58				0.53			
N	743				642				330			

OLS models with survey weights (*p*-values two-sided). Online traffic statistics for October 7-21, 2016 among YouGov Pulse panel members. Trump support was measured in a survey conducted October 21-31, 2016. YouGov matched validated vote data from TargetSmart to survey respondents.

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