Online Appendix for "Strategic Partisans: Electoral Motivations and Partisanship in Local Government Communication"

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A Individual Word Predictors of Partisanship

Table A1: Most Predictive Words for Democratic Mayors (positive coefficients) and Republican Mayors (negative coefficients), SVM

	Word	Coefficient
1	street	0.0019
2	area	0.0012
3	inform	0.0012
4	mayor	0.0010
5	councilman	0.0009
6	said	0.0008
7	lee	0.0007
8	energi	0.0007
9	w	0.0007
10	applic	0.0006
11	program	0.0006
12	avenu	0.0006
13	job	0.0006
14	district	0.0005
15	south	0.0005
16	budget	0.0005
17	rate	0.0005
18	west	0.0005
19	hawaii	0.0005
20	prek	0.0005
21	night	0.0005
22	board	0.0005
23	depart	0.0005
24	sustain	0.0005
25	tx	0.0005
26	build	0.0004
27	end	0.0004
28	process	0.0004
29	convent	0.0004
30	million	0.0004
31	metro	0.0004
32	sa	0.0004
33	event	0.0004
34	phase	0.0004
35	lake	0.0004
36	hinnant	0.0004
37	grant	0.0004
38	new	0.0004
39	director	0.0004
40	includ	0.0004
41	boney	0.0004
42	betsi	0.0004
43	block	0.0004
44	provid	0.0004
45	access	0.0004
46	light	0.0004
47	spray	0.0004
48	technolog	0.0004
49	control	0.0004
50	suspect	0.0004

	Word	Coefficient
1	tax	-0.0009
2	center	-0.0008
3	fl	-0.0008
4	commission	-0.0008
5	florida	-0.0008
6	sale	-0.0007
7	year	-0.0006
8	jan	-0.0006
9	call	-0.0006
10	state	-0.0006
11	close	-0.0006
12	mayornam	-0.0005
13	fax	-0.0005
14	construct	-0.0005
15	presid	-0.0005
16	contact	-0.0005
17	valley	-0.0005
18	class	-0.0004
19	wast	-0.0004
20	neighborhood	-0.0004
21	c	-0.0004
22	resid	-0.0004
23	school	-0.0004
24	main	-0.0004
25	daniel	-0.0004
26	present	-0.0004
27	learn	-0.0004
28	duval	-0.0004
29	histor	-0.0004
30	committe	-0.0004
31	divis	-0.0004
32	e	-0.0004
33	angel	-0.0004
34	council	-0.0004
35	ca	-0.0004
36	traffic	-0.0004
37	storm	-0.0003
38	administr	-0.0003
39	azayoncitynamegovcom	-0.0003
40	marion	-0.0003
41	recogn	-0.0003
42	excel	-0.0003
43	zayon	-0.0003
44	tarrant	-0.0003
45	virginia	-0.0003
46	collect	-0.0003
47	prosecutor	-0.0003
48	home	-0.0003
49	managercontact	-0.0003
50	pm	-0.0003

B Ridge Regression Results

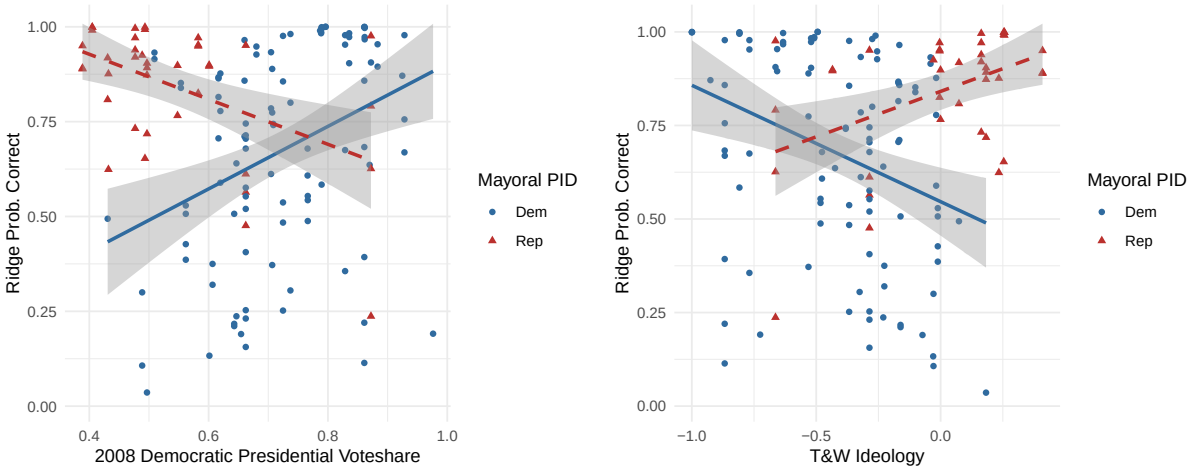

Figure A1: Unit-Level Ridge Regression Classification Accuracy by 2008 Presidential Vote and by Tausanovitch & Warshaw Ideology Score.

Table A2: Ridge Accuracy by Mayoral Party and Electorate Characteristics

	Dependent variable:			
	Ridge Prob. Correct			
	(1)	(2)	(3)	(4)
2008 Democratic Presidential voteshare	0.824**		0.694*	
	(0.345)		(0.372)	
T&W Ideology		−0.311**		−0.258*
		(0.144)		(0.155)
Republican Mayor	1.087***	0.295***	1.100***	0.290***
	(0.265)	(0.066)	(0.257)	(0.067)
Avg. Logged Expenditures PC			0.062	0.056
			(0.048)	(0.048)
2008 Democratic Presidential voteshare × Rep. Mayor	−1.418***		−1.449***	
	(0.375)		(0.363)	
T&W Ideology × Rep. Mayor		0.554***		0.550***
		(0.161)		(0.163)
Constant	0.078	0.546***	−0.344	0.105
	(0.251)	(0.068)	(0.385)	(0.385)
Observations	140	140	139	139
R^2	0.205	0.189	0.228	0.207
Adjusted R^2	0.187	0.171	0.205	0.183
Note:				*p<0.1; **p<0.05; ***p<0.01
				Standard errors clustered by city.

C Lasso Regression Results

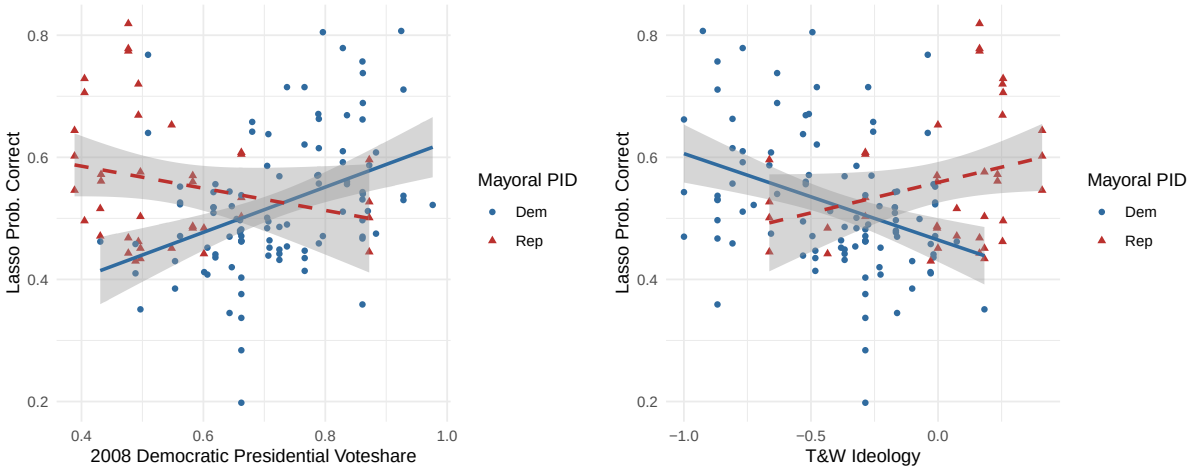

Figure A2: Unit-Level Lasso Regression Classification Accuracy by 2008 Presidential Vote and by Tausanovitch & Warshaw Ideology Score.

Table A3: Lasso Accuracy by Mayoral Party and Electorate Characteristics

	Dependent variable:			
	Lasso Prob. Correct			
	(1)	(2)	(3)	(4)
2008 Democratic Presidential voteshare	0.371***		0.333***	
	(0.118)		(0.123)	
T&W Ideology		−0.141***		−0.126***
		(0.042)		(0.044)
Republican Mayor	0.403***	0.094***	0.393***	0.090***
	(0.103)	(0.031)	(0.101)	(0.030)
Avg. Logged Expenditures PC			0.010	0.011
			(0.024)	(0.025)
2008 Democratic Presidential voteshare × Rep. Mayor	−0.552***		−0.541***	
	(0.135)		(0.132)	
T&W Ideology × Rep. Mayor		0.241***		0.235***
		(0.051)		(0.048)
Constant	0.255***	0.465***	0.198	0.385*
	(0.092)	(0.026)	(0.197)	(0.206)
Observations	140	140	139	139
R^2	0.146	0.142	0.141	0.139
Adjusted R^2	0.127	0.123	0.115	0.113
Note:				*p<0.1; **p<0.05; ***p<0.01
				Standard errors clustered by city.