Supplemental Material

Table 5: Ordered Probit (Robustness Check)
Dependent Variable = Trade Perception (benefit – harm)

VARIABLES	(1) Model 1	(2) Model 2	(3) Model 3
Consumer orientation (domestic – global)	-0.147***	-0.124***	-0.129***
	(0.0213)	(0.0231)	(0.0240)
College graduate		-0.538***	-0.446***
		(0.150)	(0.153)
Low income		0.235	0.220
		(0.152)	(0.156)
Unemployed		-0.0187	-0.0994
		(0.341)	(0.360)
Female		0.267*	0.166
		(0.140)	(0.146)
Age		0.0723**	0.0743**
		(0.0345)	(0.0373)
Conservative		-0.171	-0.0739
		(0.105)	(0.114)
Sociotropic			0.626***
			(0.155)
Post Material			0.120***
			(0.0373)
Constant cut1	-0.421***	-0.392	1.062**
	(0.0771)	(0.339)	(0.491)
Constant cut2	0.558***	0.582*	2.002***
	(0.0789)	(0.340)	(0.496)
Observations	845	773	737

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1 (Two-tailed t-test)

Table 6: Reduced Consumer Orientation (Excluding China-Model 1)

Multinomial logit – reference category = neutral

	Beneficial vs. Neutral	Harmful vs. Neutral
VARIABLES		
Consumer orientation (domestic – global)	0.0960***	-0.0837***
	(0.0300)	(0.0320)
Constant	0.485***	0.503***
	(0.0936)	(0.0958)
Observations	848	848

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1 (Two-tailed t-test)

Table 7: Reduced Consumer Orientation (Excluding China-Model 2)

Multinomial logit – reference category = neutral

	Beneficial vs. Neutral	Harmful vs. Neutral
VARIABLES		
Consumer orientation (domestic – global)	0.0586*	-0.0874**
	(0.0336)	(0.0354)
College graduate	0.455**	-0.197
	(0.209)	(0.205)
Low income	0.146	0.444**
	(0.216)	(0.206)
Unemployed	0.160	0.230
	(0.509)	(0.512)
Female	-0.642***	-0.278
	(0.204)	(0.201)
Age	-0.209***	-0.110*
	(0.0568)	(0.0566)
Conservative	0.147	-0.0472
	(0.156)	(0.150)
Constant	1.466***	1.348***
	(0.516)	(0.505)
Observations	775	775

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1 (Two-tailed t-test)

Table 8: Reduced Consumer Orientation (Excluding China-Model 3)

Multinomial logit – reference category = neutral

	Beneficial vs. Neutral	Harmful vs. Neutral
VARIABLES		
Consumer orientation (domestic – global)	0.0603*	-0.0960**
	(0.0356)	(0.0377)
College graduate	0.359*	-0.169
	(0.217)	(0.215)
Low income	0.171	0.428**
	(0.225)	(0.217)
Unemployed	0.0724	0.0618
	(0.508)	(0.524)
Female	-0.591***	-0.364*
	(0.215)	(0.213)
Age	-0.194***	-0.0931
	(0.0593)	(0.0597)
Conservative	0.261	0.171
	(0.165)	(0.163)
Sociotropic	-0.360*	0.441**
	(0.215)	(0.219)
Post material	0.00313	0.152***
	(0.0495)	(0.0536)
Constant	1.425**	-0.474
	(0.692)	(0.721)
Observations	739	739

Robust standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1 (Two-tailed t-test)

Table 9: Hausman–McFadden Test

Eliminated option	
Trade Beneficial	Chi2 = 0.61 Prob>chi2 = 1.00
Nuetral	Chi2 = 2.03 Prob>chi2 = .996

Figure 3: Import Attitudes by Country of Origin

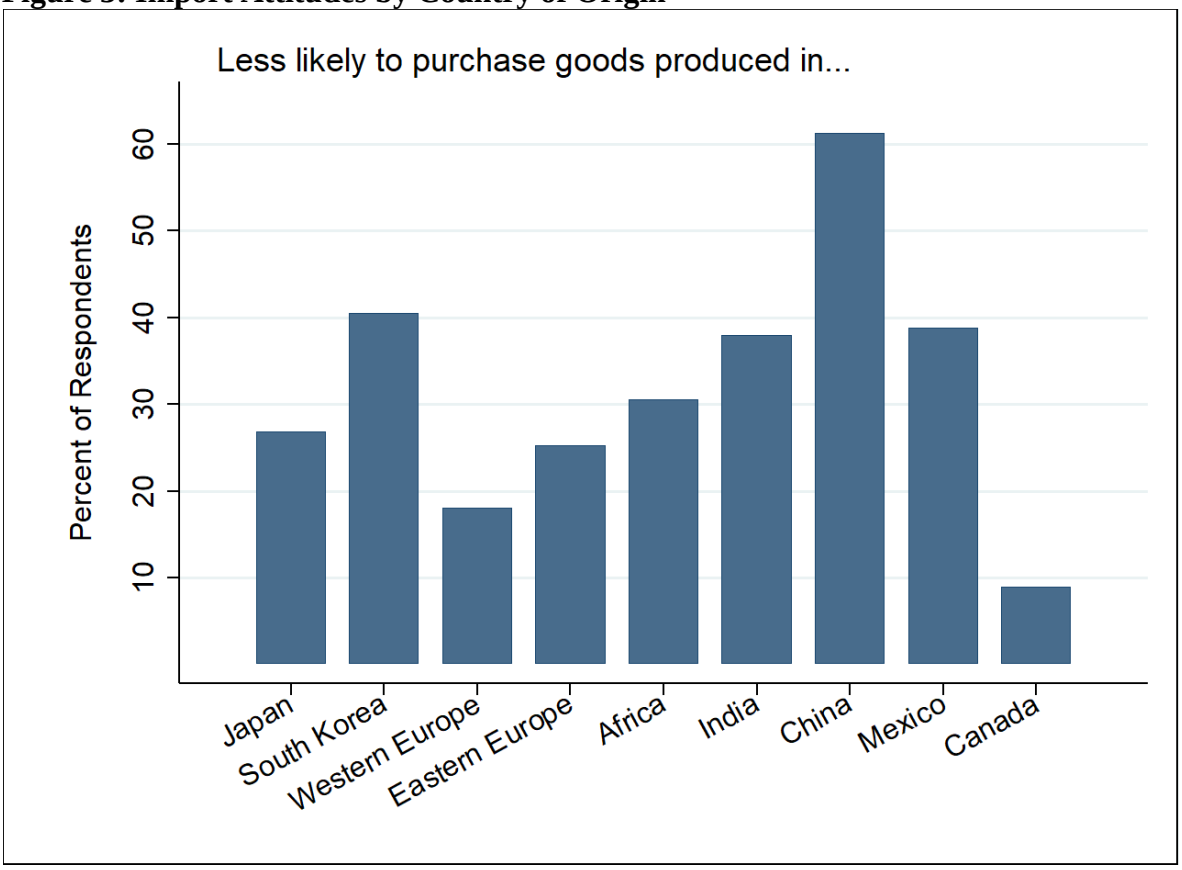

Table 10: Model Comparison

Model	AIC	BIC
Continuous	1464.693	1556.745
Categorical	1475.952	1719.889

Notes: Continuous model = model 3 in Table 3. Categorical is identical model treating *consumer orientation* as 18 categorical variables.

Table 11: Sample Charachteristics

VARIABLES	(1) N	(2) median	(3) mean	(4) sd	(5) min	(6) max
Age	993	6 (45-54)	5.864	2.036	1	8
Education	997	4 (some college)	4.205	1.187	1	6
College graduate	997	0	0.425	0.495	0	1
Family income	915	4 (50-74,999)	3.799	1.791	1	7
Low income	915	0	0.434	0.496	0	1
Unemployed	992	0	0.0484	0.215	0	1
Female	1,000	1	0.520	0.500	0	1