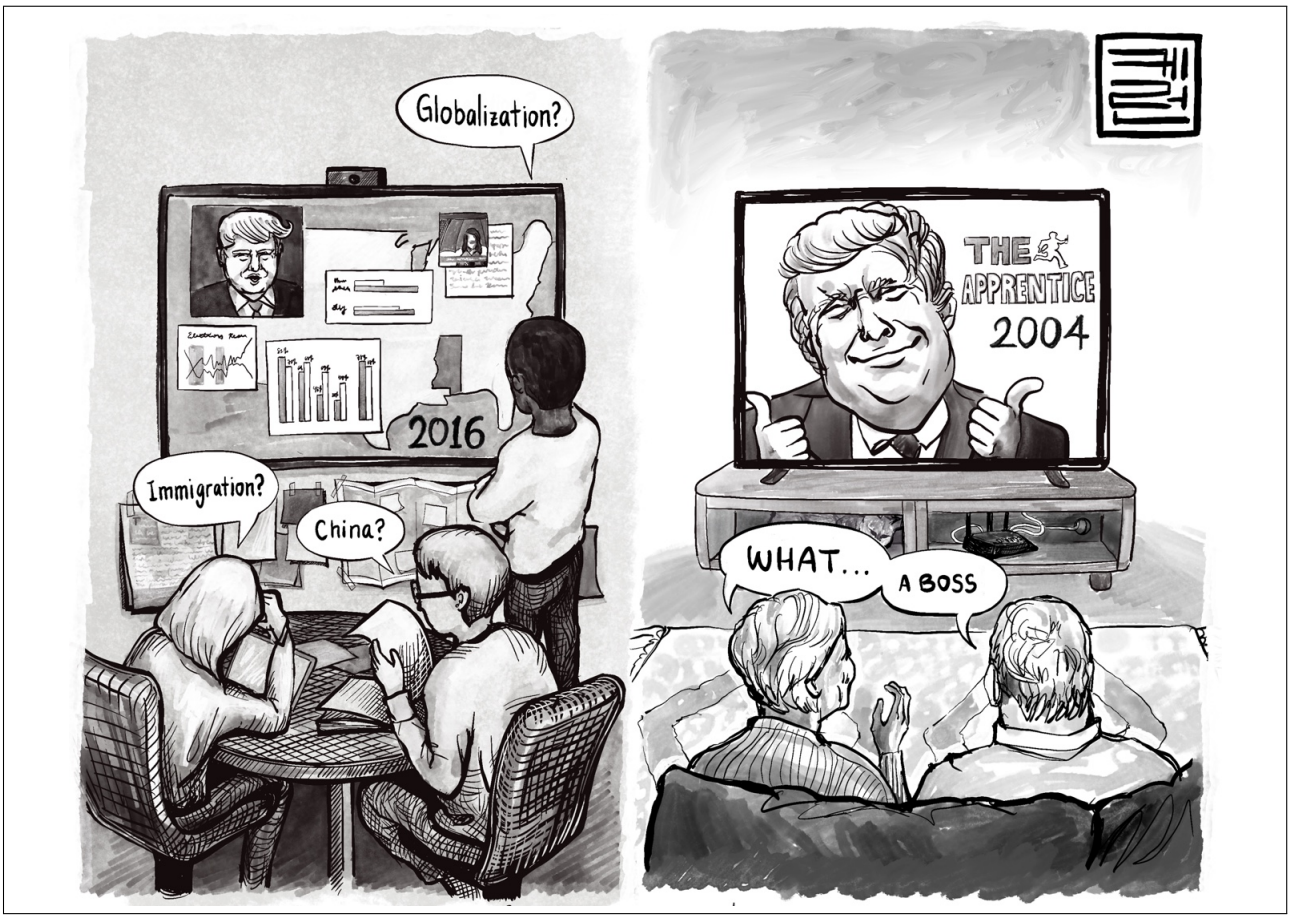
ONLINE APPENDIX



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APPENDIX A. *THE APPRENTICE* RATINGS

We gathered this data from Wikipedia, which reports the publicly released/available Nielsen ratings.

Table A1. The Apprentice Ratings

S.	Winner	Winner's Project/ Charity	Time Slot	Season Premiere	Season Finale	TV Season	Rank	Viewers (millions)	Finale Viewers (millions)
1	Bill Rancic	Trump Tower Chicago	Thursday 9:00 pm	8-Jan-04	15-Apr-04	2003-04	7	20.7	28.1
2	Kelly Perdew	Trump Place	Thursday 9:00 pm	9-Sep-04	16-Dec-04	2004-05	11	16.1	16.9
3	Kendra Todd	Palm Beach Mansion	Thursday 9:00 pm	20-Jan-05	19-May-05	2004-05	15	14	14
4	Randal Pinkett	Trump Entertainment	Thursday 9:00 pm	22-Sep-05	15-Dec-05	2005-06	38	11	12.8
5	Sean Yazbeck	Trump SoHo	Monday 9:00 pm	27-Feb-06	5-Jun-06	2005-06	51	9.7	11.3
6	Stefanie Schaeffer	Cap Cana	Sunday 10:00 pm	7-Jan-07	22-Apr-07	2006-07	75	7.5	10.6
7	Piers Morgan	Intrepid Fallen Heroes Fund	Thusday 9:00 pm	3-Jan-08	27-Mar-08	2007-08	48	11	12.1
8	Joan Rivers	God's Love We Deliver	Sunday 9:00 pm	1-Mar-09	10-May-09	2008-09	52	9	8.7
9	Bret Michaels	American Diabetes Association	Sunday 9:00 pm	14-Mar-10	23-May-10	2009-10	59	7.4	9.3
10	Brandy Kuentzel	VIP Golf Tournament	Thusday 10:00 pm	16-Sep-10	9-Dec-10	2010-11	113	4.7	4.5
11	John Rich	St. Jude Children's Research Hospital	Sunday 9:00 pm	6-Mar-11	22-May-11	2010-11	46	8.8	8.3
12	Arsenio Hall	Magic Johnson Foundation	Sunday 9:00 pm	18-Feb-12	20-May-12	2011-12	73	7.1	6
13	Trace Adkins	American Red Cross	Sunday 9:00 pm	3-Mar-13	19-May-13	2012-12	84	5.6	5.3
14	Leeza Gibbons	Leeza's Care Connection	Monday 8:00 pm	4-Jan-15	16-Feb-15	2014-15	67	7.6	6.1

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APPENDIX B. PUBLIC OPINION POLLS ON TRUMP

Figure B1. Public opinion polls on Donald Trump before and after The Apprentice

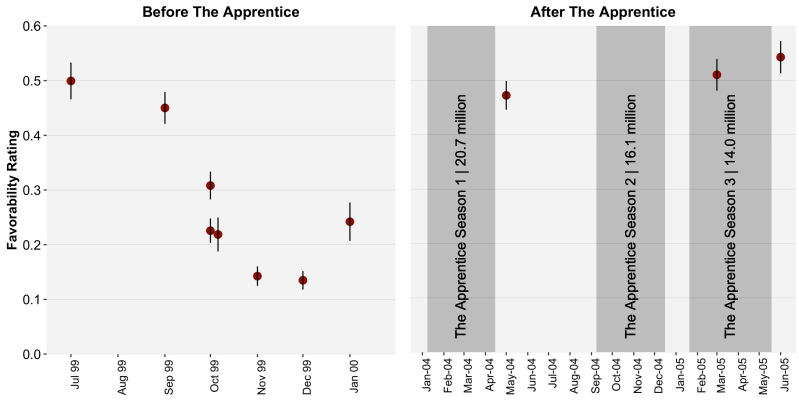

Table B1. Data Source

Survey Source	Date	Link
Time/CNN/Yankelovich Partners Poll	July 1999	Roper Center
Gallup Poll	September 1999	Roper Center
NBC News/Wall Street Journal Poll	October 1999	Roper Center
ABC News Poll	October 1999	Roper Center
CBS News/New York Times Poll	October 1999	Roper Center
CBS News/New York Times Poll	November 1999	Roper Center
CBS News Poll	December 1999	Roper Center
ABC News/Washington Post Poll	January 2000	Roper Center
NBC News/Wall Street Journal Poll	May 2004	Roper Center
FOX News/Opinion Dynamics Poll	March 2005	Roper Center
Gallup Poll	June 2005	Roper Center

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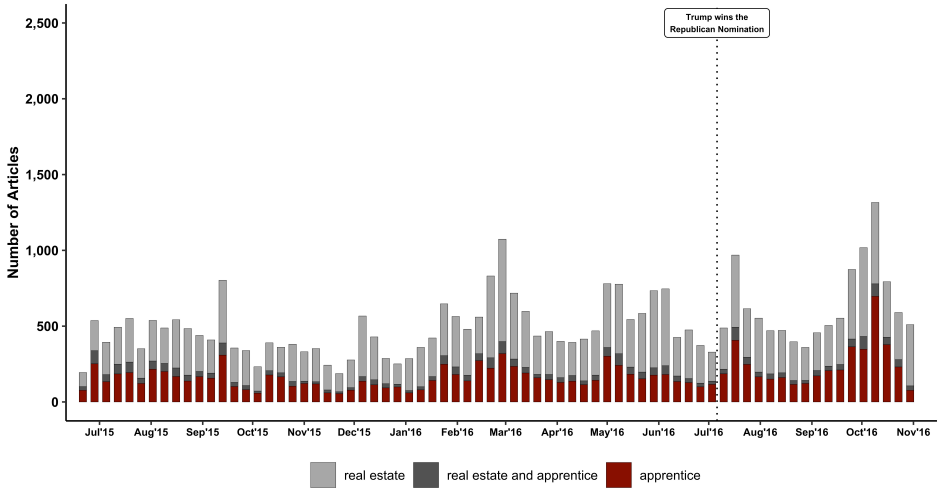
APPENDIX C. LEXIS NEXIS KEYWORD SEARCH

Figure 2 isn't to suggest that *The Apprentice* was more potent than other substantive political issues such as immigration. Rather, our goal is to illustrate that the mainstream media often depicted Trump through the lens of his reality TV persona from *The Apprentice* or as the successful businessman that the show helped to craft in public perception. This intertwining of his business success with the show's format played a pivotal role in reinforcing his image as a successful and authoritative figure, making the distinction between his identity as a real estate mogul and his role in *The Apprentice* somewhat artificial for the purposes of our analysis. Given this context, we think that our focus on *The Apprentice* inherently incorporates an examination of how Trump's real estate achievements were presented and perceived.

Figure C1. News Reference to *The Apprentice* and Trump's Real Estate Background During 2016 Election Cycle



Note: The stacked bar chart displays the weekly variations in the number of news articles that mention Trump and two keywords: apprentice, real estate, and both. For the apprentice search, we included references to reality television as well. The period is from June 16, 2015 (when Trump announced his candidacy for president) to November 5, 2016 (the last Saturday before the election day). We used the Nexis Uni database, which allows us to do a keyword search for all major U.S.-based national and local newspapers, news magazines, and broadcast transcripts.

Figure C1 above shows the stacked bar chart, which displays weekly variations in the number of news articles that mention 1) *Donald Trump* and *The Apprentice*, 2) *Donald Trump* and *Real Estate* and 3) *Donald Trump*, *Real Estate*, and *The Apprentice*. As shown, there were roughly a similar number of articles that mention Trump as a real estate mogul and as the host of *The Apprentice*. There were also articles that explicitly mention both, albeit in smaller quantities. Mentions of his real estate experience and tenure on *The Apprentice* compare to the coverage of major campaign issues like immigration and health care. We thank Reviewer 3 for the suggestions.

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APPENDIX D. SURVEY QUESTIONNAIRE

Which of the following describes your ethnicity? [White or Caucasian/Hispanic or Latino/Black or African American/Asian/Pacic Islander/Native American/Other] screening question.

What is the highest degree or level of school you have completed? If currently enrolled, highest degree received. [Nursery school to 8th grade/Some high school, no diploma/High school graduate, diploma or GED/Some college credit, no degree/Associate degree/Bachelors degree/Masters degree or above/No schooling completed] referred to as Highest education

What was your total household income before taxes last year? [Less than 25, 000/25,000 to 34, 999/35,000 to 49, 999/50,000 to 74, 999/75,000 to 99, 999/100,000 to 149, 999/150,000 or more] referred to as Household income.

Please position yourself on the following political spectrum: [Very Liberal/Moderately Liberal/Moderately Conservative/Very Conservative/Apolitical] referred to as Political Aliation and Apolitical dummy.

Which candidate would you rather vote for in the 2016 Presidential election? [Hillary Clinton/Donald Trump] referred to as Trump vote.

How strongly do you support candidate named in rst question? [1/2/3/4/5] referred to as Trump vote.

Is there anything in particular about candidate named in rst question that might make you want to vote for him/her? [Free Response]

Please position yourself on the following political spectrum. [Very Liberal/Moderate Liberal/Moderate Conservative/Very Conservative/Apolitical] referred to as Political aliation.

How did Donald Trumps comments regarding women to Billy Bush on the Access Hollywood bus aect your perception of him? [Very Negatively/Negatively/Neutrally/Positively/Do not know about comments] referred to as Trump negatives.

Do you agree or disagree with the following statement: Donald Trump believes in his policies. [Strongly agree/Somewhat agree/Neither agree, nor disagree/Somewhat disagree/Strongly disagree] referred to as Politician trust.

Do you agree or disagree with the following statement: Politicians keep their promises to their voters. [Strongly agree/Somewhat agree/Neither agree, nor disagree/Somewhat disagree/Strongly disagree] referred to as Trump trust.

Do you agree or disagree with the following statement: Donald Trump cares about people like me. [Strongly agree/Somewhat agree/Neither agree, nor disagree/Somewhat disagree/Strongly disagree] referred to as Trump anity.

The full set of television preferences and prior Trump knowledge are provided below. These information serve as explanatory variables.

How frequently do you watch television? [Always/Often/Sometimes/Rarely/Never] referred to as Television preference.

On a scale of 1 to 5, how much do you enjoy reality TV programs? [1/2/3/4/5] referred to as Reality tv preference.

Please list some of your favorite television programs [Free response]

How frequently did you watch TV shows The Apprentice or Celebrity Apprentice? [1 Never /2/3/4/5 Every season] referred to as Apprentice.

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APPENDIX E. TABLE 1 FULL RESULTS

Table E1. *The Apprentice* Viewership and Attitudes Toward Trump

	Support Trump	Trump believes in his policies	Trump cares about people like me	Do dot mind the Billy Bush incident
	(1)	(2)	(3)	(4)
The Apprentice viewing	0.070***	0.026*	0.050***	0.036***
	(0.012)	(0.012)	(0.011)	(0.008)
General TV consumption	−0.001	0.008	−0.013	−0.016
	(0.014)	(0.014)	(0.013)	(0.009)
Preference for reality TV	0.012	0.004	0.009	−0.001
	(0.010)	(0.010)	(0.009)	(0.006)
Female	−0.073**	−0.013	−0.044	−0.053***
	(0.024)	(0.024)	(0.022)	(0.015)
Education	−0.027*	−0.008	−0.024	−0.024**
	(0.014)	(0.014)	(0.013)	(0.008)
Income	0.001	0.001	0.0002	−0.002
	(0.007)	(0.007)	(0.007)	(0.004)
Political ideology	0.184***	0.096***	0.149***	0.080***
	(0.010)	(0.010)	(0.009)	(0.006)
Age	0.014	−0.0002	0.005	−0.012*
	(0.009)	(0.009)	(0.008)	(0.005)
General trust in politicians	0.080	0.029	0.206***	0.049
	(0.041)	(0.041)	(0.039)	(0.026)
Constant	−0.165	0.312*	−0.120	0.181*
	(0.132)	(0.132)	(0.124)	(0.082)
State FE	Y	Y	Y	Y
N	916	916	916	916

Note: * p<0.05; ** p<0.01; *** p<0.001. The table displays the OLS regression results with standard errors in parentheses. All outcomes are re-coded to range from 0 to 1 for ease of interpretation.

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APPENDIX F. SELECTED OPEN-ENDED ANSWERS AND CONTENT ANALYSIS

Table F1. Selected Open-Ended Answers

Trump Supporters Who Always Watched The Apprentice (N=32 out of 541)
"Is a lot tougher more confident and more straightforward and tells it how it is"; "Straight";
"Yes he's not a politician & in my opinion most politicians are corrupt!?"
"He's smart and tells it like it is. He says the things everyone is thinking, but no one has the guts to say out loud"
"hes real and he will get this country headed back into the right direction unlike Hilary Obama and
her fake ass smile while she is thinking about bengazi" ; 'True to his word" ;
"NO BS" ; "He is honestly going to try and make our country great again!"; "Business experience" ;
"honesty" ; "Business man and not a politician. Wants lower taxes and boarder control.";
"His honesty...Business knowledge" ; "He's just different than the normal candidates";
"He's straight forward and hadn't killed anyone or stole furniture or called artistic children
"imbeciles Clinton is nothing but s liar."; "He tells it like it is and can help America"
"He seems to care more for the people then Hillary. Hillary is a liar";
"The better of the two candidates. Also he is a Republican and not a politician!"
Trump Supporters Who Never Watched The Apprentice (N=334 out of 541)
*We show a randomly selected set (32 responses)
"Good leader" ; "Jobs" ; "The alternative is Hillary" ; "Republican" ; "He's not Hillary" ; "Not Hilary";
"Other than regular politician" ; "Not a political" ; "He wants change" ; "Change";
"Illegal immigrants" ; "anti-establishment" ; "real" ; "Anyone but Hillary. He is better of the 2!;
"He's the only one that can save our country. Hillary belongs in jail." ; "His ability to manage";
"The fact that Hillary is the only other choice" ; "His lack of political ties is good for future politics";
"He is not planning war with Russia" ; "Wall. Trade. Foreign policy."

Content Analysis

Cronbach's Kappa between two coders was 0.889. Coders classified responses into:

- 1. Policy
  - Economy: 1-1 (i.e. "Economic plan", "Tax break", "Jobs")
  - Health Care: 1-2 (i.e. "abolish Obamacare", "getting rid of Obama care!")
  - Immigration: 1-3 (i.e. "Enforcing the borders", "He wants to build a wall")
  - Abortion: 1-4 (i.e. "He is pro life, which is very important to me", "Right to life")
  - Gun: 1-5 (i.e. "protecting the 2nd amendment", "Pro guns")
  - Supreme Court: 1-6 (i.e. "Supreme judges picks", "conservative judges")
  - National Security/Foreign Policy: 1-7 (i.e. "Changing America with foreign politics", "strengthening our military")
  - Corruption: 1-8 (i.e. "opening peoples eyes to corruption", "He isn't corrupt")
- 2. Party/Ideology
- 3. Anti-Hillary (i.e. "He is not Hillary Clinton", "The alternative is Hillary." This includes responses like "lesser of 2 evils","both options are bad")
- 4. Change (i.e. time for a change, he offers change so desperately needed)
- 5. Patriotism/Nationalism (i.e., he loves america, make America great again, getting america back on the right track)
- 6. Career Background (i.e. not a career politician, hes a businessman)
- 7. Personality Trait (i.e. hes true to his people", hes real", hes honest", he tells it like it is", he speaks his mind)
- 8. Miscellaneous

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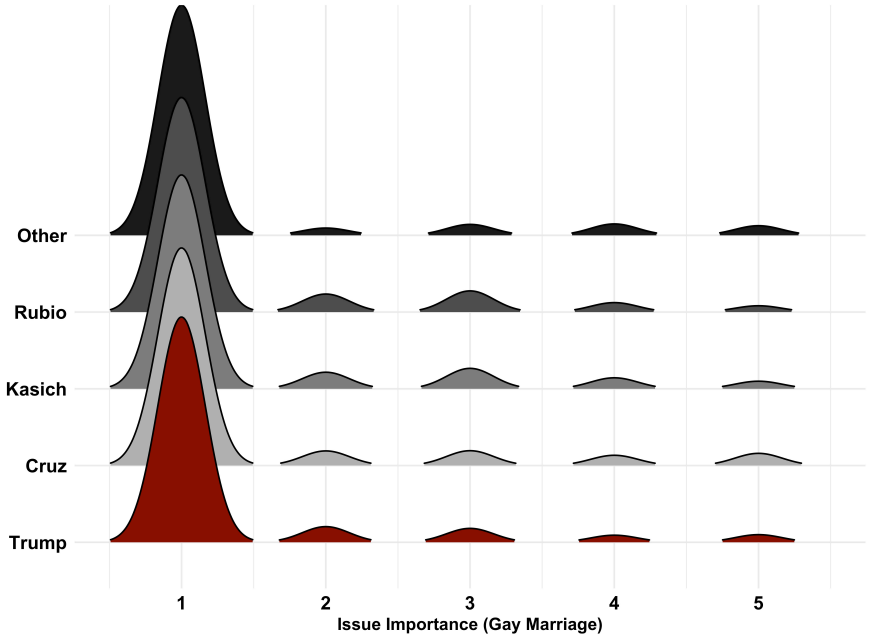
APPENDIX G. ATTITUDES TOWARD THE LGBTQ COMMUNITY

We first note that none of the Republican primary candidates in 2016 endorsed same-sex marriage. Granted, there were candidate-level variations. Trump, for instance, pledged to protect the LGBTQ community from discrimination, and he was 'fine' with *Obergefell vs. Hodges* as the law of the land, while believed in the traditional marriage between a man and woman. By this standard, he could be classified as more pro-LGBTQ candidate, compared to, for instance, Ted Cruz who disagreed with *Obergefell vs. Hodges* decision.

But survey responses suggest LGBTQ attitudes were not meaningfully associated with 2016 Republican primary candidate preferences. 2016 CCES asked respondents to rate the importance of 15 different political issues, including the issue of gay marriage. Figure J1 shows the distribution of survey responses to the gay marriage question among Republican primary voters who reported that they voted for Trump, Cruz, Kasich, Rubio and Other. 1 indicates "Not Important at All" and 5 indicates "Very Important." As shown, regardless of which Republican candidate voters supported, gay marriage was overwhelmingly 'not important' issue.

We can turn to the same data (2016 CCES) to see what (other) issues seemed to have mattered more during the primary. Table J1 shows the mean importance level, now scaled to range from 0 (least important) to 1 (most important) for 15 different issues. We sorted the table by the issue importance among those who voted for Trump in the primary. As seen, gay marriage was the least important issue—not just for Trump voters but for all other Republican primary voters. And there was no difference between issue importance put on gay marriage among Trump primary voters and those who supported candidates other than Cruz, Kasich, and Rubio.

Figure G1. Issue Importance - Gay Marriage



Note: This figure displays the distribution of issue importance given to gay marriage among Republican primary voters. Data source: 2016 CCES

Table G1. Mean Issue Importance by Voter Support Group

	Trump	Cruz	Kasich	Other	Rubio
National Security	0.24	0.27	0.26	0.23	0.26
Corruption	0.24	0.27	0.24	0.23	0.25
Immigration	0.24	0.26	0.22	0.21	0.23
Budget Deficit	0.23	0.26	0.24	0.22	0.25
Crime	0.23	0.25	0.23	0.21	0.23
Taxes	0.23	0.26	0.24	0.22	0.24
Social Security	0.23	0.23	0.24	0.21	0.23
Jobs	0.23	0.25	0.24	0.21	0.24
Healthcare	0.22	0.23	0.24	0.21	0.23
Defense	0.22	0.24	0.22	0.20	0.23
Race Relations	0.16	0.18	0.20	0.16	0.18
Gun Control	0.16	0.18	0.19	0.15	0.17
Abortion	0.16	0.21	0.17	0.17	0.17
Environment	0.13	0.12	0.18	0.14	0.15
Gay Marriage	0.09	0.11	0.11	0.09	0.11

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APPENDIX H. EXCLUSION RESTRICTION

Table H1: No Correlation Between the Instrument and GOP Support

	GOP Share 2012	GOP Share 2008	GOP Share 2004	GOP Diff (12-08)	GOP Diff (08-04)	GOP Diff (04-00)
	(1)	(2)	(3)	(4)	(5)	(6)
8pm TV Show Ratings	−0.0002	0.00001	0.0004	−0.0001	−0.0002	0.0004
	(0.0002)	(0.0003)	(0.0003)	(0.0002)	(0.0003)	(0.0003)
2008 Rep Vote %	1.026***					
	(0.006)					
2004 Rep Vote %		0.895***				
		(0.010)				
2000 Rep Vote %			0.996***			
			(0.010)			
Population (logged)	0.001	0.025***	−0.009**	0.001	0.029***	−0.009**
	(0.002)	(0.003)	(0.003)	(0.002)	(0.004)	(0.003)
Household income (logged)	0.001	0.001	0.007	0.003	−0.011+	0.006
	(0.004)	(0.006)	(0.005)	(0.003)	(0.006)	(0.005)
Female %	−0.069	−0.273***	0.042	−0.079	−0.259**	0.043
	(0.049)	(0.082)	(0.075)	(0.049)	(0.086)	(0.075)
Age 65 or over %	0.047**	0.216***	0.065*	0.047**	0.241***	0.066*
	(0.017)	(0.028)	(0.026)	(0.017)	(0.030)	(0.026)
White %	0.068***	0.067***	0.047**	0.080***	0.022	0.046**
	(0.011)	(0.019)	(0.017)	(0.011)	(0.019)	(0.017)
Black %	0.046***	−0.025	−0.044*	0.041***	−0.005	−0.044*
	(0.011)	(0.019)	(0.017)	(0.011)	(0.020)	(0.017)
College degree %	0.032***	−0.004	−0.189***	0.019**	0.055***	−0.188***
	(0.007)	(0.012)	(0.010)	(0.006)	(0.011)	(0.010)
Foreign born %	0.001	0.015	0.036*	−0.002	0.029	0.037*
	(0.011)	(0.018)	(0.016)	(0.011)	(0.019)	(0.016)
Unemployed %	−0.161**	0.080	−0.043	−0.180**	0.172+	−0.039
	(0.055)	(0.092)	(0.085)	(0.056)	(0.097)	(0.085)
Outflow movers (logged)	−0.005	−0.010+	0.021***	−0.005	−0.013*	0.021***
	(0.004)	(0.006)	(0.006)	(0.004)	(0.006)	(0.006)
Inflow movers (logged)	0.0001	−0.023***	−0.010**	−0.0003	−0.024***	−0.010**
	(0.002)	(0.004)	(0.004)	(0.002)	(0.004)	(0.004)
pop_density.x	0.00000***	0.00000	0.00000***	0.00000***	0.00000	0.00000***
	(0.00000)	(0.00000)	(0.00000)	(0.00000)	(0.00000)	(0.00000)
N	1,065	1,065	1,065	1,065	1,065	1,065

Note: * p<0.05; ** p<0.01; *** p<0.001. All regressions are weighted by the number of TV households in each county and include state fixed effects.

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Table H2: Instrument is Not Correlated with Precursors of Trumpism

	Tea Party	(ln) Number of affected workers by approved TAA
	(1)	(2)
8pm TV Show Ratings	0.003	0.036
	(0.031)	(0.026)
2008 Rep. Vote %	3.069**	
	(1.007)	
2012 Rep. Vote %		−1.445
		(0.821)
Population (logged)	0.981**	2.743***
	(0.341)	(0.280)
Household Income (logged)	−3.242***	−0.171
	(0.573)	(0.470)
Female %	−23.854**	2.150
	(7.850)	(6.560)
Age over 65%	2.465	−8.916***
	(2.721)	(2.277)
White %	1.216	6.684***
	(1.890)	(1.551)
Black %	4.905**	2.834
	(1.882)	(1.515)
College degree %	6.396***	1.644
	(1.167)	(0.937)
Foreign Born %	−5.546**	0.040
	(2.023)	(1.417)
Unemployed %	−4.686	2.011
	(8.661)	(7.412)
Outflow movers (logged)	0.341	−1.165*
	(0.593)	(0.489)
Inflow movers (logged)	−0.085	−0.330
	(0.400)	(0.326)
Population density	−0.0001	0.00002
	(0.00004)	(0.00001)
N	1,028	1,065

Note: * p<0.05; ** p<0.01; *** p<0.001. All regressions are weighted by the number of TV households in each county and include state fixed effects.

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APPENDIX I. TABLE 2 FULL RESULTS

Table I1: Table 2 Columns (2-5) Full Results

	Primary Election		General Election	
	(1) OLS	(2) 2SLS	(3) OLS	(4) 2SLS
The Apprentice Ratings	0.148**		0.0002	
	(0.049)		(0.0002)	
The Apprentice Ratings (instrumented)		0.239*		0.0004
		(0.102)		(0.001)
2012 Rep. Vote %	6.682**	6.976**	0.858***	0.859***
	(2.211)	(2.234)	(0.011)	(0.011)
Population (logged)	0.999	1.152	0.016***	0.016***
	(0.717)	(0.734)	(0.004)	(0.004)
Household Income (logged)	3.173**	2.869*	0.019**	0.018**
	(1.162)	(1.202)	(0.006)	(0.006)
Female %	−13.862	−13.956	−0.424***	−0.424***
	(16.422)	(16.452)	(0.083)	(0.083)
Over 65%	39.820***	38.859***	0.270***	0.268***
	(5.500)	(5.590)	(0.028)	(0.029)
White %	16.929***	16.768***	0.068***	0.068***
	(3.757)	(3.767)	(0.019)	(0.019)
Black %	15.036***	14.889***	−0.055**	−0.055**
	(3.691)	(3.700)	(0.019)	(0.019)
College degree %	−41.193***	−41.466***	−0.270***	−0.270***
	(2.432)	(2.451)	(0.012)	(0.012)
Foreign Born %	16.898***	17.656***	−0.052**	−0.051**
	(3.437)	(3.523)	(0.018)	(0.018)
Unemployed %	24.235	28.526	0.382***	0.389***
	(18.073)	(18.593)	(0.092)	(0.095)
Same-sex couples %	−27.047	−11.981	2.669***	2.692***
	(80.696)	(82.194)	(0.406)	(0.413)
All religions %	−12.139***	−12.352***	0.007	0.007
	(2.168)	(2.182)	(0.011)	(0.011)
Outflow movers (logged)	−0.578	−0.860	−0.016**	−0.016**
	(1.199)	(1.232)	(0.006)	(0.006)
Inflow movers (logged)	−0.567	−0.490	−0.013**	−0.013**
	(0.803)	(0.808)	(0.004)	(0.004)
Population density	−0.0001***	−0.0001***	−0.00000**	−0.00000**
	(0.00003)	(0.00003)	(0.00000)	(0.00000)
N	960	960	1,065	1,065

Note: * p<0.05; ** p<0.01; *** p<0.001. All regressions are weighted by the number of TV households in each county and include state fixed effects.

APSR Submission Template

Table I2: Table 2 Column (1) First Stage Results

	9pm TV Show (Apprentice) Ratings
8pm TV Show Ratings	0.593***
	(0.036)
Population (logged)	−1.210**
	(0.404)
Household Income (logged)	1.960**
	(0.652)
Female %	2.632
	(9.197)
Age 65+ %	8.281**
	(3.148)
White %	0.321
	(2.055)
Black %	2.880
	(2.110)
College degree %	1.727
	(1.305)
Foreign Born %	−2.955
	(2.001)
Unemployed %	−46.525***
	(10.213)
Same-sex couples %	−74.189
	(41.892)
All religions %	1.551
	(1.185)
Outflow movers (logged)	1.817**
	(0.681)
Inflow movers (logged)	−0.467
	(0.461)
Population density	0.0001***
	(0.00001)
N	1,065

Note: * p<0.05; ** p<0.01; *** p<0.001. All regressions are weighted by the number of TV households in each county and include state fixed effects.

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Table I3: No Apprentice Effects on Campaign Donation for Donald Trump

	Primary		General	
	(1) OLS	(2) 2SLS	(3) OLS	(4) 2SLS
The Apprentice Ratings	−0.003		0.005	
	(0.008)		(0.006)	
The Apprentice Ratings (Instrumented)		0.003		0.018
		(0.018)		(0.012)
2012 Rep. Vote %	2.451***	2.469***	2.329***	2.370***
	(0.381)	(0.384)	(0.248)	(0.251)
Population (logged)	0.721***	0.732***	0.747***	0.770***
	(0.127)	(0.129)	(0.082)	(0.085)
Household income (logged)	1.121***	1.100***	1.053***	1.006***
	(0.200)	(0.207)	(0.130)	(0.135)
Female %	−1.637	−1.630	−2.167	−2.151
	(2.855)	(2.856)	(1.860)	(1.866)
Age 65+ %	3.492***	3.419***	2.623***	2.459***
	(0.958)	(0.976)	(0.624)	(0.638)
White %	1.436*	1.428*	−0.133	−0.153
	(0.651)	(0.652)	(0.424)	(0.426)
Black %	1.604*	1.595*	0.151	0.130
	(0.641)	(0.642)	(0.418)	(0.419)
College degree %	1.836***	1.820***	1.492***	1.455***
	(0.416)	(0.418)	(0.271)	(0.273)
Foreign born %	0.094	0.144	−0.401	−0.288
	(0.602)	(0.617)	(0.392)	(0.403)
Unemployed %	0.109	0.411	−1.620	−0.939
	(3.133)	(3.230)	(2.041)	(2.110)
Same-sex couples %	13.011	13.935	6.973	9.055
	(13.816)	(14.026)	(9.000)	(9.163)
All religions %	−0.317	−0.332	−0.344	−0.378
	(0.366)	(0.369)	(0.239)	(0.241)
Outflow movers (logged)	0.315	0.296	0.188	0.145
	(0.211)	(0.217)	(0.137)	(0.142)
Inflow movers (logged)	0.167	0.172	0.124	0.136
	(0.140)	(0.141)	(0.091)	(0.092)
Population density	0.00001	0.00001	0.00001***	0.00001**
	(0.00000)	(0.00000)	(0.00000)	(0.00000)
N	1,045	1,045	1,045	1,045

Note: * p<0.05; ** p<0.01; *** p<0.001. All regressions are weighted by the number of TV households in each county and include state fixed effects.

APSR Submission Template

APPENDIX J. TABLE 3 FULL RESULTS

Table J1. Placebo Test - Table 3 Full Results

	Primary Election		General Election	
	(1) OLS	(2) 2SLS	(3) OLS	(4) 2SLS
Will & Grace Ratings	−0.051		−0.0002	
	(0.059)		(0.0003)	
Will & Grace Ratings (instrumented)		−0.200		−0.0003
		(0.148)		(0.001)
2012 Rep. Vote %	6.162**	6.056**	0.857***	0.857***
	(2.216)	(2.226)	(0.011)	(0.011)
Population (logged)	0.732	0.685	0.016***	0.016***
	(0.716)	(0.719)	(0.004)	(0.004)
Household Income (logged)	3.676**	3.683**	0.019***	0.019***
	(1.156)	(1.159)	(0.006)	(0.006)
Female %	−13.241	−11.895	−0.422***	−0.421***
	(16.505)	(16.607)	(0.083)	(0.083)
Age 65+ %	41.337***	41.148***	0.272***	0.272***
	(5.500)	(5.521)	(0.028)	(0.028)
White %	17.186***	17.162***	0.069***	0.068***
	(3.773)	(3.786)	(0.019)	(0.019)
Black %	15.232***	15.102***	−0.054**	−0.055**
	(3.707)	(3.722)	(0.019)	(0.019)
College degree %	−40.738***	−40.726***	−0.269***	−0.269***
	(2.438)	(2.447)	(0.012)	(0.012)
Foreign Born %	15.430***	14.803***	−0.055**	−0.055**
	(3.436)	(3.495)	(0.018)	(0.018)
Unemployed %	16.408	14.219	0.369***	0.367***
	(18.022)	(18.194)	(0.091)	(0.092)
Same-sex couples %	−53.571	−58.493	2.634***	2.631***
	(80.662)	(81.063)	(0.405)	(0.405)
All religions %	−11.796***	−11.816***	0.008	0.008
	(2.175)	(2.182)	(0.011)	(0.011)
Outflow movers (logged)	−0.047	0.148	−0.015*	−0.015*
	(1.197)	(1.214)	(0.006)	(0.006)
Inflow movers (logged)	−0.736	−0.854	−0.013**	−0.013**
	(0.807)	(0.817)	(0.004)	(0.004)
Population density	−0.0001***	−0.0001***	−0.00000**	−0.00000**
	(0.00003)	(0.00003)	(0.00000)	(0.00000)
N	960	960	1,065	1,065

Note: * p<0.05; ** p<0.01; *** p<0.001. All regressions are weighted by the number of TV households in each county and include state fixed effects.

APSR Submission Template

APPENDIX K. TABLE 4 FULL RESULTS

Table K1. The Apprentice Effect on 2012 Republican Primary Candidates

	Romney Share 12	Santorum Share 12	Gingrich Share 12	Paul Share 12
	(1)	(2)	(3)	(4)
2008 Rep. Vote %	0.209***	−0.061**	−0.013	−0.131***
	(0.025)	(0.019)	(0.015)	(0.015)
Population (logged)	0.010	−0.002	−0.008	0.0002
	(0.008)	(0.006)	(0.005)	(0.005)
Household Income (logged)	0.054***	−0.025*	−0.016*	−0.014+
	(0.013)	(0.010)	(0.008)	(0.007)
Female %	0.129	−0.109	0.089	−0.189+
	(0.174)	(0.135)	(0.106)	(0.102)
Age 65+ %	0.485***	−0.203***	−0.194***	−0.087*
	(0.060)	(0.046)	(0.037)	(0.035)
White %	−0.108**	0.069*	0.012	0.027
	(0.040)	(0.031)	(0.024)	(0.023)
Black %	0.123**	−0.039	−0.038	−0.045+
	(0.040)	(0.031)	(0.024)	(0.023)
College degree %	0.204***	−0.107***	−0.063***	−0.039*
	(0.026)	(0.020)	(0.016)	(0.015)
Foreign Born %	−0.037	0.071*	0.010	−0.051*
	(0.038)	(0.029)	(0.023)	(0.022)
Unemployed %	0.057	0.081	−0.113	−0.077
	(0.200)	(0.155)	(0.122)	(0.117)
Same-sex couples %	−0.248	−1.596*	−0.957+	2.206***
	(0.863)	(0.667)	(0.524)	(0.503)
All religions %	−0.090***	0.061***	0.054***	−0.025+
	(0.023)	(0.018)	(0.014)	(0.013)
Outflow movers (logged)	0.026+	−0.025*	0.007	−0.006
	(0.014)	(0.011)	(0.008)	(0.008)
Inflow movers (logged)	−0.017+	0.018*	−0.004	0.003
	(0.009)	(0.007)	(0.005)	(0.005)
Population density	0.00000	0.00000	−0.00000	0.000
	(0.00000)	(0.00000)	(0.00000)	(0.00000)
The Apprentice Ratings (9pm)	0.002	−0.001	−0.001+	0.0002
	(0.001)	(0.001)	(0.001)	(0.001)
N	1,022	1,022	1,022	1,022

Note: * p<0.05; ** p<0.01; *** p<0.001. All regressions are weighted by the number of TV households in each county and include state fixed effects.

APSR Submission Template

Table K2. Apprentice Effects on 2008 Republican Primary Candidates

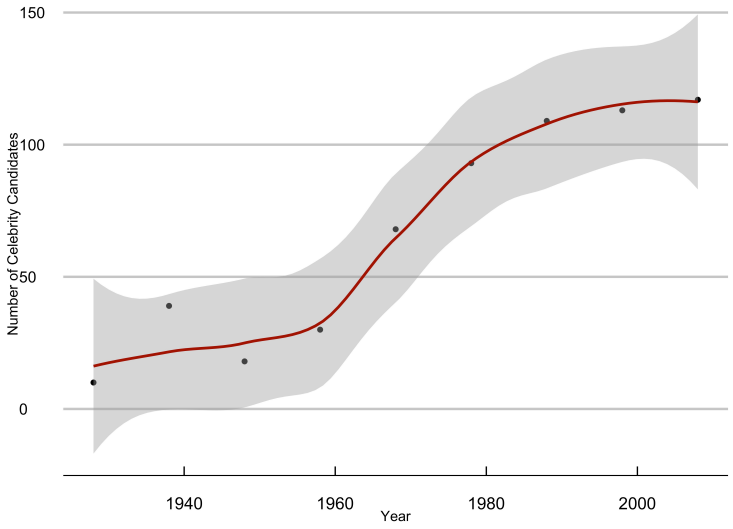
	Huckabee Share	Paul Share	Romney Share	McCain Share
	(1)	(2)	(3)	(4)
The Apprentice Ratings (9pm)	−0.003**	−0.0001	0.002*	0.001
	(0.001)	(0.001)	(0.001)	(0.001)
2004 Rep. Vote %	−0.006	−0.102***	0.185***	−0.051*
	(0.020)	(0.011)	(0.020)	(0.020)
Population (logged)	0.0004	−0.004	−0.013*	0.017**
	(0.007)	(0.004)	(0.006)	(0.007)
Household Income (logged)	−0.009	−0.012*	−0.009	0.020+
	(0.011)	(0.006)	(0.010)	(0.011)
Female %	−0.091	−0.246**	−0.040	0.204
	(0.144)	(0.082)	(0.140)	(0.142)
Age 65+ %	−0.369***	−0.024	0.060	0.305***
	(0.050)	(0.028)	(0.049)	(0.049)
White %	0.043	0.001	−0.108***	−0.037
	(0.033)	(0.019)	(0.032)	(0.032)
Black %	−0.049	−0.079***	−0.007	0.048
	(0.033)	(0.019)	(0.032)	(0.032)
College degree %	−0.170***	−0.004	0.050*	0.146***
	(0.022)	(0.012)	(0.021)	(0.022)
Foreign born %	−0.058+	−0.041*	−0.135***	0.105***
	(0.032)	(0.018)	(0.031)	(0.031)
Unemployed %	0.123	−0.121	0.010	−0.202
	(0.169)	(0.096)	(0.165)	(0.167)
Same-sex couples %	−1.345+	0.464	−2.163**	2.524***
	(0.725)	(0.411)	(0.706)	(0.714)
All religions %	0.097***	−0.0001	−0.005	−0.065***
	(0.019)	(0.011)	(0.019)	(0.019)
Outflow movers (logged)	−0.020+	−0.003	0.046***	−0.005
	(0.011)	(0.006)	(0.011)	(0.011)
Inflow movers (logged)	0.010	0.009*	−0.015*	−0.021**
	(0.007)	(0.004)	(0.007)	(0.007)
Population density	0.00000***	−0.00000	−0.00000***	−0.00000
	(0.00000)	(0.00000)	(0.00000)	(0.00000)
N	1,023	1,023	1,023	1,023

Note: * p<0.05; ** p<0.01; *** p<0.001. All regressions are weighted by the number of TV households in each county and include state fixed effects.

APSR Submission Template

APPENDIX L. THE RISE OF CELEBRITY CANDIDATES IN THE U.S.

Figure L1. Number of Celebrity Candidates (1928-2010)



Note: This figure displays the total number of celebrity candidates per decade and its trend line (LOWESS). The raw data comes from Knecht and Rosentrater (2021). Due to the incomplete data collection for the 2010s, we display data till 2010.

APPENDIX M. ETHICAL STANDARDS

This study relies upon a wide range of observational data on human behavior and preferences. We note that our paper used already existing data, and we did not commission any original survey of our own. However, the data that we purchased (i.e., Nielsen) and the social media data we collected still merit discussion of research ethics and expectations of privacy. The data collected from Twitter collected in compliance with each platforms terms of service and via the respective API. No identifying information about individual users was collected. The data we purchased from Nielsen was fully anonymized and at the aggregate level. We did not obtain nor request any personally identifying information (PII) about people in Nielsens sample. Because the data are fully anonymized and aggregated, we are confident that we have not violated the privacy of TV viewers.

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