

**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	Word	Coefficient
1 street	0.0019	1 tax	-0.0009
2 area	0.0012	2 center	-0.0008
3 inform	0.0012	3 fl	-0.0008
4 mayor	0.0010	4 commission	-0.0008
5 councilman	0.0009	5 florida	-0.0008
6 said	0.0008	6 sale	-0.0007
7 lee	0.0007	7 year	-0.0006
8 energi	0.0007	8 jan	-0.0006
9 w	0.0007	9 call	-0.0006
10 applic	0.0006	10 state	-0.0006
11 program	0.0006	11 close	-0.0006
12 avenu	0.0006	12 mayornam	-0.0005
13 job	0.0006	13 fax	-0.0005
14 district	0.0005	14 construct	-0.0005
15 south	0.0005	15 presid	-0.0005
16 budget	0.0005	16 contact	-0.0005
17 rate	0.0005	17 valley	-0.0005
18 west	0.0005	18 class	-0.0004
19 hawaii	0.0005	19 wast	-0.0004
20 prek	0.0005	20 neighborhood	-0.0004
21 night	0.0005	21 c	-0.0004
22 board	0.0005	22 resid	-0.0004
23 depart	0.0005	23 school	-0.0004
24 sustain	0.0005	24 main	-0.0004
25 tx	0.0005	25 daniel	-0.0004
26 build	0.0004	26 present	-0.0004
27 end	0.0004	27 learn	-0.0004
28 process	0.0004	28 duval	-0.0004
29 convent	0.0004	29 histor	-0.0004
30 million	0.0004	30 committe	-0.0004
31 metro	0.0004	31 divis	-0.0004
32 sa	0.0004	32 e	-0.0004
33 event	0.0004	33 angel	-0.0004
34 phase	0.0004	34 council	-0.0004
35 lake	0.0004	35 ca	-0.0004
36 hinnant	0.0004	36 traffic	-0.0004
37 grant	0.0004	37 storm	-0.0003
38 new	0.0004	38 administr	-0.0003
39 director	0.0004	39 azayoncitynamegovcom	-0.0003
40 includ	0.0004	40 marion	-0.0003
41 boney	0.0004	41 recogn	-0.0003
42 betsi	0.0004	42 excel	-0.0003
43 block	0.0004	43 zayon	-0.0003
44 provid	0.0004	44 tarrant	-0.0003
45 access	0.0004	45 virginia	-0.0003
46 light	0.0004	46 collect	-0.0003
47 spray	0.0004	47 prosecutor	-0.0003
48 technolog	0.0004	48 home	-0.0003
49 control	0.0004	49 managercontact	-0.0003
50 suspect	0.0004	50 pm	-0.0003

B Ridge Regression Results

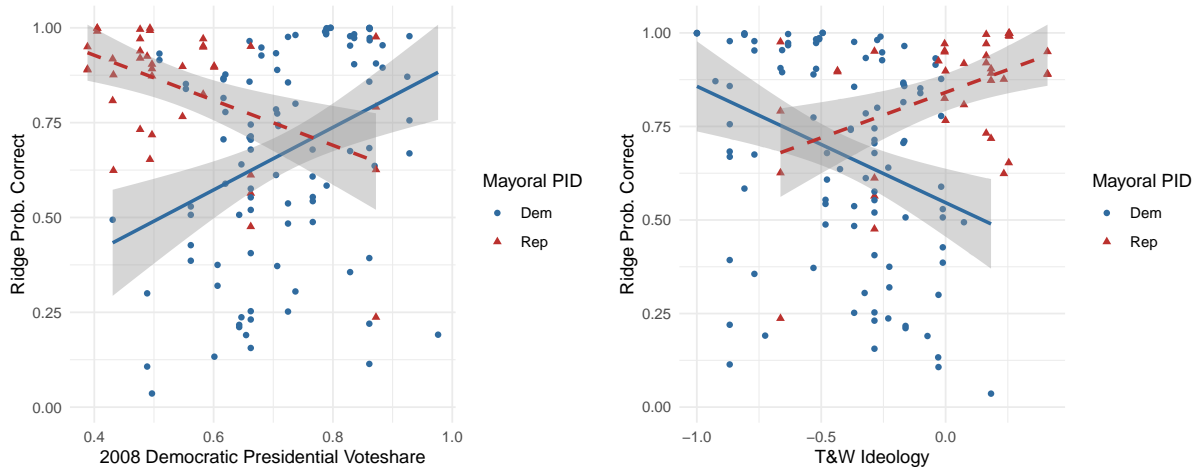


Figure A1: Unit-Level Ridge Regression Classification Accuracy by 2008 Presidential Vote and by Tausanovitch & Warshaw Ideology Score.

Table A2: Ridge Accuracy by Mayoral Party and Electorate Characteristics

	<i>Dependent variable:</i>			
	Ridge Prob. Correct			
	(1)	(2)	(3)	(4)
2008 Democratic Presidential voteshare	0.824** (0.345)		0.694* (0.372)	
T&W Ideology		-0.311** (0.144)		-0.258* (0.155)
Republican Mayor	1.087*** (0.265)	0.295*** (0.066)	1.100*** (0.257)	0.290*** (0.067)
Avg. Logged Expenditures PC			0.062 (0.048)	0.056 (0.048)
2008 Democratic Presidential voteshare × Rep. Mayor	-1.418*** (0.375)		-1.449*** (0.363)	
T&W Ideology × Rep. Mayor		0.554*** (0.161)		0.550*** (0.163)
Constant	0.078 (0.251)	0.546*** (0.068)	-0.344 (0.385)	0.105 (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

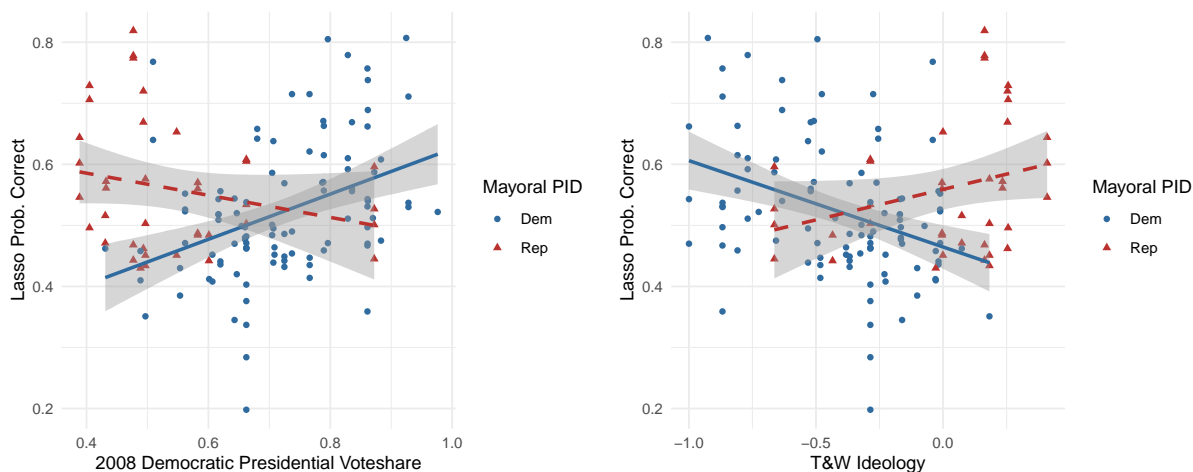


Figure A2: Unit-Level Lasso Regression Classification Accuracy by 2008 Presidential Vote and by Tausanovitch & Warshaw Ideology Score.

Table A3: Lasso Accuracy by Mayoral Party and Electorate Characteristics

	<i>Dependent variable:</i>			
	Lasso Prob. Correct			
	(1)	(2)	(3)	(4)
2008 Democratic Presidential voteshare	0.371*** (0.118)		0.333*** (0.123)	
T&W Ideology		-0.141*** (0.042)		-0.126*** (0.044)
Republican Mayor	0.403*** (0.103)	0.094*** (0.031)	0.393*** (0.101)	0.090*** (0.030)
Avg. Logged Expenditures PC			0.010 (0.024)	0.011 (0.025)
2008 Democratic Presidential voteshare × Rep. Mayor	-0.552*** (0.135)		-0.541*** (0.132)	
T&W Ideology × Rep. Mayor		0.241*** (0.051)		0.235*** (0.048)
Constant	0.255*** (0.092)	0.465*** (0.026)	0.198 (0.197)	0.385* (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.