

Supporting Information for “Political Homophily in Social Relationships: Evidence from Online Dating Behavior”

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Section 1. Robustness Analysis (Study 1)

Robustness checks for analysis of Study 1 are summarized in Table S5. We highlight cases where these robustness checks are particularly interesting or imply results that differ meaningfully from those reported in the main text.

In panel (A) we report analysis excluding the 12 subjects who use the word “politics” (or its variants) in describing why we conducted the study. In panel (B) we employ listwise deletion in place of mean imputation for missing outcome evaluations. The reason we use within-respondent mean imputation in the main analysis is that it makes clear that differences across outcome measures are not due to different respondents being included for each column. We note that mean imputation is a conservative strategy because it will lower the variance within respondent, making it harder to find effects in a fixed effects analysis. In Panel (C) we estimate standard errors that are not clustered at the respondent level.

In (D) we exclude moderate profiles, which may be perceived as ideologically similar by both liberals and conservatives. We find substantially bigger effects of shared ideology for 5 of 6 outcomes, implying that moderate profiles are perceived as more attractive than ideologically opposed profiles. In (E) we examine differences by respondent gender. None of the interactions between respondent gender and matching ideology or shared lack of interest are significant. In (F) we employ a more flexible coding of matching ideology. The average effect of shared ideology among liberals and conservatives, estimated using a linear combination of coefficients test (Average effect of (Respondent liberal profile liberal - Respondent liberal profile conservative) and (Respondent conservative profile conservative - Respondent conservative profile liberal)) is shown in the bottom two rows of the panel. It is positive and highly significant for 5 of 6 outcome measures.

Finally, in panel (G) we test whether people who are more interested in politics give greater weight to shared ideological viewpoints than those who are less interested in politics (See, e.g., Klobstad et al 2012). To test this prediction, we generate an indicator variable for whether a respondent reports “hardly at all” or “only now and then” for how often s/he follows politics and interact that measure with the indicator for matched ideology. We then rerun our original specification with that interaction but restricting our attention to those profiles that indicate an ideological orientation (liberal, moderate, or conservative). If those who are less interested place less weight on politics, the interaction between low interest and ideological match should be negative. Across all six of the outcome measures the interaction is negative for five, but it is statistically significant ($p=.03$) only for the long term dating outcome measure. Thus, those who are more interested in politics appear to give more weight to political concerns, but the differences between high and low interest individuals in this weighting are not robust across outcome measures.

Section 2. Full Wordings of Questionnaire (Study 1)

Pre-Treatment Questions

1. Are you male or female?

Male
Female

2. In what year were you born?

3. What is your race or ethnicity?

White
Black
Hispanic
Asian/Pacific Islander
Native American
Other

4. Are you single or in a relationship?

Single
In a relationship

5. How would you describe your political views?

Liberal
Moderate
Conservative

6. What is the highest level of education that you have completed?

Less than high school diploma
High school diploma or equivalent
Some college
College degree
Some graduate school
Graduate school

7. What is your religious affiliation?

Protestant
Catholic
Jewish
Muslim

Hindu
Buddhist
None
Other

8. How often do you use online dating sites?

All the time
Very often
Sometimes
Rarely
Never

9. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. How often do you follow what's going on in government and public affairs?

Most of the time
Some of the time
Only now and then (Match for not interested in politics)
Hardly at all (Match for not interested in politics)

Questions about Profiles

10. In your personal opinion, how attractive is this person?

Extremely attractive (1)
Very attractive (.75)
Moderately attractive (.5)
Slightly attractive (.25)
Not attractive at all (0)

11. If you were single, how interested would you be in contacting this person using the online dating site?

Extremely interested (1)
Very interested (.75)
Moderately interested (.5)
Slightly interested (.25)
Not interested at all (0)

12. Suppose this person sent you a message using the online dating site. If you were single, would you respond to their message?

Definitely would respond (1)
Probably would respond (.66)

Probably would not respond (.33)
Definitely would not respond (0)

13. How well do you think you would get along with this person in the long term?

Get along extremely well (1)
Get along very well (.75)
Get along somewhat well (.5)
Get along a little well (.25)
Not get along with at all (0)

14. Do you agree or disagree with the following statement: This person has good values.

Strongly agree (1)
Somewhat agree (.66)
Somewhat disagree (.33)
Strongly disagree (0)

15. How likely is it that you would be friends with someone like this?

Extremely likely (1)
Very likely (.75)
Somewhat likely (.5)
Slightly likely (.25)
Not likely at all (0)

Section 3. Detailed Description of Online Dating Site (Study 2)

After first entering the site and consenting to the terms of service, users have the option of constructing a profile. The first step in creating a profile is reporting one's gender, sexual orientation, and current relationship status. Users must then enter their birthdate, location, and email address. Finally, they complete various items which constitute a profile: ethnicity, height, body type, diet, whether the user smokes/drinks/does drugs, religion, astrological sign, education level, occupation, income, whether the user has/wants children, types of pets, and languages spoken. They also have the option of answering various essay questions about their hobbies, favorite movies, food, television shows, music, etc. Lastly, they can post a photograph for their profile and write a short textual description of themselves. These profiles are searchable by users and all of the information reported in them is public. The site does not charge users to construct a profile or interact with other users.

As mentioned in the text, respondents then have the option to answer several available "match questions." (A complete list of match questions used in our analysis appears in Section 7 of this document.) Example items include: "Regardless of future plans, what's more interesting to you right now?" (response options: "sex," "true love"), "Could you date someone who was really messy?" (response options: "yes," "no"), and "Which makes for a better relationship?" (response options: "passion," "dedication"). For the match questions, which included our seven political items, users are free to browse through the list of these questions, although the site lists questions in an order that first presents newer questions, as well as those the website operators write themselves, answered by a larger proportion of users, with more variance in answers, and rated as more important. The site also attempts to make the dating market more efficient by having users rate the "attractiveness" of other users and presenting users with similarly rated

users from which to choose. Finally, the site attempts to improve efficiency by displaying how often a user responds to messages so that users can choose to send messages to those more likely to respond. Our regression analysis, described in greater detail in Section 6 of this document, accounts for the rate at which users respond to communication efforts.

Users can interact with one another in the confines of the site in two ways. First, they can send messages to other users using the site's messaging interface. Second, users can also "smile" at another user. Our analysis examines only messaging behavior. These interactions do not reveal any additional private information about the user beyond the user's login name and his/her chosen message content (e.g., the user's email address is not automatically revealed).

Section 4: Lessons from Working with the Online Dating Firm (Study 2)

In this section, we describe our experiences with working with the online dating firm that provided the data used in Study 2. In doing so, we hope to offer lessons to scholars who wish to collaborate with companies in conducting studies and obtaining research data.

The first relevant experience was that the company declined to provide some data because they feared it would divulge proprietary site information and therefore threaten their competitive advantage. Specifically, the firm would not provide us with the weights that respondents placed on various match characteristics, likely because this would allow us to “reverse engineer” their match score algorithm. This was not important for our analysis because users’ own preferences guide the weights given to different factors in the algorithm (as opposed to dating sites which use fixed matching algorithms) and the match score therefore represents users’ chosen search preferences (i.e., choice homophily). Nonetheless, it elucidates one important aspect of working with private companies. It is imperative that scholars recognize that companies are profit motivated, and that startups in particular often possess intellectual property that is the key source of their valuations. Consequently, researchers need to develop clear understandings with firms early on about what data are available and whether such availability is crucial for the research question and design.

The second relevant consideration is that employees at these companies are extremely busy because they have immediate concerns related to running their businesses. These immediate concerns stand in stark contrast to the slow, laborious academic research process. Additionally, accessing data from large websites is labor intensive and requires querying and extracting data from complex relational databases. Therefore, the firm is likely willing to undertake this data extraction step only a single time for the researcher. This underscores the importance of having a

clear understanding of the nature of the data and the proposed research design so that all of the relevant material is requested and provided in a single interaction. After our initial contact with the firm we found it useful to ask for a small example (training) dataset on which we conducted simulated analysis. After reviewing this sample dataset we identified additional data we needed and specific follow-up questions we had about site operation. This preparation allowed us to make an effective single request for the larger, more comprehensive dataset.

The final issue that arose in our collaboration concerned the opportunity to add match questions to the website. To remain consistent with academic research, we wanted to ask questions similar in wording and format to the American National Election Studies. However, the firm believed that these questions were too cumbersome and would harm the user experience. Consequently, we went through several iterations of draft questions before we agreed on the seven questions that were fielded. Researchers should understand that while their objective might be to reduce measurement error and enhance construct validity, website operators are primarily concerned with the user experience. Asking questions according to best academic practices may be laborious for end users. Overall, balancing research and business objectives is a crucial part of any collaboration.

Section 5. Multivariate Analysis (Study 2)

This section describes fully the regression analyses of the observational dataset from Study 2 that is summarized in Figure 1 in the main text. Additionally, we document the robustness analysis that is summarized in the main text. In sum, this multivariate analysis of bilateral communication behavior shows that the descriptive results presented in the main text (Table 2) are robust to the inclusion of various controls, suggesting that the observed political similarity in dyads where both parties communicate is not due to sorting on observable features of users that are correlated with political predispositions (e.g., religion). (We have conducted similar analysis for men’s messaging behavior, and women’s replying behavior. This analysis is available upon request.)

Data Description

For our regression analysis, computational limits force us to select a subset of the original dataset. We restrict our attention to the twenty 2-digit zip codes for which the most users are available in our dataset, which leaves us with 68,940 women and 77,902 men.¹ We then randomly select a fixed number of men and women in each zip code and form all possible man-woman dyads in which the man is between 15 years older and 5 years younger than the women in the geographic area. (We restrict age in this way because, empirically, very few dyads in which men are more than 5 years younger or more than 15 years older than women are characterized by either men reaching out to the women or the woman responding to those initial communication efforts. Eliminating these low propensity cases allows us to further expand our sample of men and women while eliminating dyads where communication is unlikely.) After

¹ These twenty zip codes are 02, 10, 11, 19, 20, 30, 33, 48, 55, 60, 77, 78, 80, 85, 90, 92, 94, 95, 97, and 98. These zip codes include politically liberal areas such as San Francisco and Seattle, as well as more conservative ones such as Phoenix/Tucson, Orange County, and suburban areas.

creating these dyads, we then recheck the resulting dataset to make sure that all chosen men and women exhibit variation in their message sending and receiving behavior to the other selected users. We randomly selected 1,500 men and 1,500 women in each of the twenty selected geographic areas. After restricting dyads on the basis of age and eliminating cases where there is no variation in a man's or woman's messaging behavior among this subset of users, we have a dataset of 14,158,898 unique dyads formed from 21,294 men and 20,110 women. In this dataset, both parties communicate in 0.387% of cases.

We include all available information from respondents' public profiles including religion, race, and education. In some specifications, we also include anonymous responses to 40 existing match questions (See Section 7). These questions were chosen either because they might be correlated with political concerns (e.g., beliefs about gender roles, sex outside of marriage, and contraception) or because they were widely answered and/or exhibited high discernment (defined as individuals differing in their responses and rating the question as important). These questions also include responses to various verbal and mathematical intelligence questions asked by the site (e.g., analogies, number series, etc.).

Finally, we also harvested information about users' behaviors in the online dating environment. In particular, for men, we accounted for the rate at which they sent messages to women (as a measure of choosiness and activity) and the rate at which their messages were replied to (a proxy of their overall desirability and effort in constructing messages). For women, we similarly accounted for the rate at which they were sent messages (again, as a measure of overall desirability) and the rate at which they replied (again, as a measure of choosiness and activity). We detail the uses of these measures below. Full question wordings and coding for the profile and match questions are presented in Section 7 of this document.

Statistical Models

We seek to distinguish political choice homophily (sorting on the basis of shared political characteristics) from induced homophily due to sorting on characteristics that might be correlated with shared politics, including characteristics that are explicitly revealed in the profile such as race, education, and religion. Our basic approach is to predict whether a man messages a woman and she responds (i.e., both parties communicate) as a function of numerous political and non-political characteristics of the man and woman in a given dyad. If we continue to find evidence that shared politics explains messaging after accounting for the range of other non-political factors we measure, it suggests political choice homophily is a novel phenomenon that cannot be simply explained by homophily based on characteristics such as religion and race that scholars have previously documented affect partner choice. The unit of analysis is man-woman dyads, which are constructed by pairing a selected set of eligible men with all similarly selected eligible women in a given geographic area.

The statistical analysis we estimate uses equation (1),

$$(1) \text{BothSend}_{ij} = \gamma \Sigma \mathbf{m}_i \mathbf{w}_j + \beta_1 M_j + \beta_2 M_i + \eta_1 R_j + \eta_2 R_i + \varepsilon_{ij},$$

where i indexes men and j indexes women, BothSend_{ij} is a dichotomous variable taking on the value 1 when man i sends a message to woman j and she replies and 0 otherwise (i.e., either the man did not send a message or the woman did not reply despite the man having sent a message), $\mathbf{m}_i \mathbf{w}_j$ represents a vector of personal characteristics of the man (\mathbf{m}_i) and woman (\mathbf{w}_j)—including the political match questions introduced in the main text, and ε_{ij} represents the stochastic error.

We estimate equation (1) via OLS, clustering standard errors by man.

A description of the control variables in $\mathbf{m}_i \mathbf{w}_j$ appears in Section 7. The model also controls for a woman's received messaging rate (M_j), the proportion of time a woman is

messaging that she responds in the dataset (R_j), a man's messaging rate (M_i), and the proportion of time that his messages are responded to (R_i). The woman's received messaging rate (M_j) is included as a proxy for her overall desirability—women who receive more messages should, on average, be more desirable partners than those who receive fewer messages. The woman's rate of replying (R_j) is included to account for the possibility that men are strategic and more frequently contact women who reply at higher rates. The man's messaging rate (M_i) is a proxy for his overall rate of reaching out to women, while the rate at which his messages are replied to (R_i) is a proxy both of his desirability and his effort in constructing messages.

In order to avoid making any functional form assumptions about the effect of the different response profiles included in $\mathbf{m}_i\mathbf{w}_j$, we created a series of indicator variables representing each possible pair of responses to each item. For example, one $\mathbf{m}_i\mathbf{w}_j$ variable would be “Ideology: Man Liberal, Woman Liberal” and another would be “Ideology: Man Liberal, Woman Conservative.” The linear combination of “Man Liberal, Woman Liberal” minus “Man Liberal, Woman Conservative” is therefore the estimate of how much more likely a liberal man is to message and receive a response from a liberal rather than a conservative woman. We use similar pairwise coding for all values of each profile measure (e.g., Religion: Man Catholic, Woman Catholic and Religion: Man Catholic, Woman Atheist/Agnostic, etc.).

Predicting Joint Interaction

We examine whether a man and a woman communicated with one another in a given dyad. In other words, did a man send an initial message *and* did the woman reply? For ease of presentation, we present our results graphically and report complete regression results in tables. We begin by predicting joint messaging with only the public profile variables (Model estimates are shown in Table S8, column 1). Subsequent specifications (columns 2-8) include each of the

political items individually and are the basis for Figure 1 in the main text. Figure S2 displays the linear combination of coefficients (point estimates) and uncertainty of those estimates (95% confidence intervals) from the profile-only specification for each selected pair of non-political characteristics. For instance, the row labeled “Race: Man White, Woman White vs. Black” is the point estimate from the linear hypothesis test (and associated 95% confidence interval) of whether White men are more likely to message White women and have them respond compared to dyads in which the man is White and the woman is Black. This is calculated as the linear combination of the coefficients on “Race: Man White, Woman White” minus “Race: Man White, Woman Black.”

As illustrated in Figure S2, we find strong evidence for assortative mating based on a host of non-political characteristics that previous studies using online dating data have also uncovered. All of these effects are also statistically significant at $p < .05$. The baseline rate of joint messaging in these data is .39%. As shown in the figure, men and women are more likely to communicate when a woman is 5 years younger than the man than when she is 5 years older. This effect is about .38 points, which means that the man being 5 years older rather than 5 years younger nearly doubles the probability that bilateral communication occurs. Similarly, a tall (short) man is more likely to communicate with a tall (short) woman. Significant choice homophily effects are found for education and religion, as well as more social variables such as desired length of relationship, drinking habits, and desire for children.

By far the largest effect shown in the figure is racial sorting among Black users. Black men are 1.37 points more likely to communicate with Black rather than White women. This effect is 2.5 times greater than the next largest effect shown in the figure, which is for matched age. (By contrast, White men are only .18 points more likely to communicate with White than

Black women, an effect less than half the size of the marginal effect of the age difference examined here.)

The effects of the political variables from the columns (2) through (8) specifications are shown in Figure 1 in the main text and discussed there.

Finally, we also tested the robustness of these results to even greater levels of model saturation. In particular, in column (9) we included all political items simultaneously along with users' answers to a series of 40 additional match questions described above. This model therefore controls for the correlation among the political items (i.e., the fact that liberals are also more likely to be Democrats). Additionally, we note that some of the additional match items have explicit or implicit political content (specifically, views on same race and same sex partners, opinions about flag burning and abortion, ideas about gender roles, and rankings of economic versus social issues as more important) that are likely correlated with our political match questions. As such, including them should be expected to diminish the effect of the remaining political items. As the marginal effects plotted in Figure S3 make clear, however, we continue to find (statistically significant) evidence for political choice homophily in joint messaging behavior for both measures of ideological match, importance of politics match, and views about the importance of voting match. Given the general saturation of this model with many covariates, we view it as highly conservative. Nonetheless, it continues to produce evidence of political choice homophily.

Implications for Political Sorting

We can also use these data to assess the importance of choice homophily in explaining rates of observed political sorting. In particular, we present in Figure S4 the increase in predicted rates of political matching (measured the same way as in Table 2) for cases in which both men

and women communicate. To generate these predictions, we use a technique similar to Goel, Mason, and Watts (2010). Specifically, we estimate a regression model simultaneously including all the political and non-political variables used in the regression analysis underlying Figures 1 and S2 and predict using those results the N women each man is most likely to message and have her respond, where N is the number of women that a man actually contacted and had reply to his message. We then calculate political matching for each outcome, and calculate how much proportionally larger that rate of matching is than if men were to randomly message their potential partners and have them randomly reply (the black bar, which we label “Raw”). This comparison shows that political sorting is substantially larger than if dyads formed by chance. For example, ideology is about 34% more polarized than what would be expected given stratified partner markets.

We also compared predicted matching from the model including politics to what we would expect from a model that included only the non-political covariates. These comparisons are the grey bars in the figure (which we label “Model Adjusted”) and estimate the direct effect of choice homophily on political sorting. For this comparison, instead of using random messaging as the baseline, we instead ran a model that included all of the non-political covariates and used the results from that analysis to predict which dyads were most likely to experience bilateral communication (The column 1 specification in Table S8). In this comparison, while the increase in predicted sorting is reduced somewhat, it is still substantial, even after accounting for sorting on the basis of important non-political factors and the range of available partners. For example, we estimate that choice homophily accounts for an 18% increase in sorting on ideology, a 13% increase in sorting on partisanship, an 8% increase in shared media preferences, a 10% increase in common beliefs about fiscal policy, and a 14% increase in concordance in

levels of political interest. Overall, choice homophily appears to be an independent source of increased political stratification among those trying to form new online relationships.

References

Goel, Sharad, Winter Mason, and Duncan J. Watts. 2010. "Real and Perceived Attitude Agreement in Social Networks." *Journal of Personality and Social Psychology*. 99(4): 611-621.

Section 6. Full Wordings of Profile and Match Questions (Study 2)

Question Wordings for Political Items in Study 2

Political Identity

Political Partisanship. “How do you think of yourself politically?” (“as a Republican,” “as a Democrat,” “as an Independent/Something else,” “I don’t think of myself in these terms/I don’t live in the U.S.”).

Political Ideology. “How would you describe yourself politically?” (“liberal,” “centrist,” “conservative,” “N/A”).

Media Choice. “Which of these news sources do you turn to first for information about what is going on in politics?” (“Fox News,” “MSNBC,” “CNN,” “none of these”).

Issue Positions

Fiscal Policy Position. “What do you think is the best way for the government to balance the budget?” (“Cut services and keep taxes at the same level,” “Raises taxes and keep services at the same level”).

Social Policy Position. “What is closer to your view of the role of religion in government?” (“There should be a strict separation between church and state,” “A nation’s policies should reflect the religious beliefs of the majority”).

Political Engagement

Importance of Politics. “How important are your political beliefs to you?” (“very,” “somewhat,” “a little,” “not at all”).

Civic Duty to Vote. “Generally speaking, do you believe that people have a civic duty to vote?” (“Yes, people ought to vote in every election,” “No, people should vote only when they are interested”).

Coding of Profile Questions

1. Age (Indicators for differences between man's and woman's age)

For the Table 2 analysis, matching on age means that the man and woman are in the same 5-year age bin (e.g., both are aged 18-22).

2. Height (quintiles)

3. Education

High School
Associates Degree
College Degree
Graduate Degree

For the Table 2 analysis, matching on education means the man and woman provided the same response.

4. Race/Ethnicity

White
Black
Hispanic
Other (Asian, Indian, Middle Eastern, Native American, Pacific Islander, Other)

For the Table 2 analysis, matching on race means the man and woman provided the same response after disaggregating the "Other" category into the 6 subcategories listed in parentheses.

5. Looking for

New Friends
Long Term Dating
Short Term Dating
Activity Partners
Long Distance Pen Pals
Casual Sex

6. Smoking

Admits to Smoking
Non-smoker

7. Drinking

Admits to Drinking Very Often

Drinks Socially/Rarely/Often
Never Drinks

8. Drugs

Admits to Drug Use
Never Uses Drugs

9. Religion

Atheist/Agnostic
Christian
Catholic
Other Religion

For the Table 2 analysis, matching on religion means the man and woman provided the same response after disaggregating the “Other Religion” category into 6 subcategories.

10. Children

Wants Children
Does not want children

11. Profile Length (quintiles)

Wordings and Response Options for Match Questions

1. How important is religion/God in your life?

Extremely important
Somewhat important
Not very important
Not at all important

2. What's your relationship with marijuana?

I smoke regularly
I smoke occasionally
I smoked in the past, but no longer
Never

3. What's your deal with harder drugs (not marijuana)?

I do drugs regularly.
I do drugs occasionally.
I've done drugs in the past, but no longer.

I never do drugs.

4. Does smoking disgust you?

Yes

No

5. Would you strongly prefer to date someone of your own skin color / racial background?

Yes

No

6. Which makes for a better relationship?

Passion

Dedication

7. Should burning your country's flag be illegal?

Yes

No

8. STALE is to STEAL as 89475 is to...

89457

98547

89754

89547

9. Would the world be a better place if people with low IQs were not allowed to reproduce?

Yes

No

10. To you, is abortion an option in case of an unwanted accidental pregnancy?

Yes

No

11. How frequently do you bathe or shower?

At least once a day.

Usually daily. I skip some.

A couple times a week.

Once a week or less.

12. What is next in this series? 1, 4, 10, 19, 31, _

36

48

46

Don't know / don't care / dislike this q

13. Are you happy with your life?

Yes

No

Most of the time

14. Wherefore art thou Romeo! What does "wherefore" mean in this context?

Why

Where

How

Who cares / Don't know

15. Would you date someone if you knew they were a current drug user?

No

Yes, but only marijuana or other soft drugs

Yes

16. Ideally, how often would you have sex?

Every day

3 to 4 times per week

1 to 2 times per week

less than once per week

17. Would you need to sleep with someone before you considered marrying them?

Yes

No

18. How often do you brush your teeth?

Twice or more a day

Once a day

Only on days I feel like it

Rarely / never

19. To you, which adjective best describes hopeless, unrequited love?

Romantic

Foolish
Creepy

20. Do you believe that there exists a statistical correlation between race and intelligence?

Yes
No
I'm Not Sure

21. If you had to name your greatest motivation in life thus far, what would it be?

Love
Wealth
Expression
Knowledge

22. How long do your romantic relationships usually last?

0-6 months
6-12 months
12+ months
I've never been in a relationship

23. Do you generally smile at little kids who cross your path?

Yes
No
Only if no one is looking

24. Which of these options most closely describes what you're looking for in your next relationship?

Someone to come home to
Someone to go out with
Someone for tonight

25. How do you feel about falling in love?

I love it and want it very much
I try to avoid it
I like to just let it happen
I'm indifferent / not sure

26. Do you space out or daydream a lot?

All the time
Never / rarely

Sometimes

27. Is it a requirement that you communicate with your significant other daily, in some way (phone, email, in person, etc.)?

Yes, no matter what

Yes, unless otherwise specified

No, it's not necessary

No, I'd prefer not to communicate daily

28. Do you believe in monogamy?

Yes

No

I'm Not Sure

29. Is contraception morally wrong?

Yes

No

Depends on the kind

30. How much can intelligence turn you on?

A lot!

A bit.

Intelligence does nothing for me either way.

Intelligence turns me off.

31. How often do you keep your promises?

My word is my bond.

No exceptions.

Whenever possible

Usually

When convenient

32. Gender roles ...

Exist for good reason - Should not be questioned.

Are undergoing a refreshing redefinition.

Are irrelevant, outdated and unnecessary.

33. If someone states that they are not attracted to people from a particular race, does that make them racist?

Yes.
No.

34. Which best represents your opinion of same-sex relationships?

Girl-on-girl is okay, but guy-on-guy is wrong.
Guy-on-guy is okay, but girl-on-girl is wrong.
All same-sex relationships are wrong.
It's all fine by me.

35. Do you like to cuddle?

Yes.
No.
Sometimes - It depends.

36. Would you consider connecting with someone whose relationship status is 'seeing someone' or 'married'?

Yes to both
No to both
Yes to 'seeing someone' only
Yes to 'married' only

37. If you were going to have a child, would you want the other parent to be of the same ethnicity as you?

Yes.
No.
This would not be an important factor to me.

38. Should people of a particular race be allowed to adopt children of another race?

Yes.
No.
I'm not sure.

39. If you were dating someone of a different race who lives in a neighborhood where the locals were openly rude to people of your race, would you still go to visit your date there?

Yes.
No.
I wouldn't date someone of a different race.

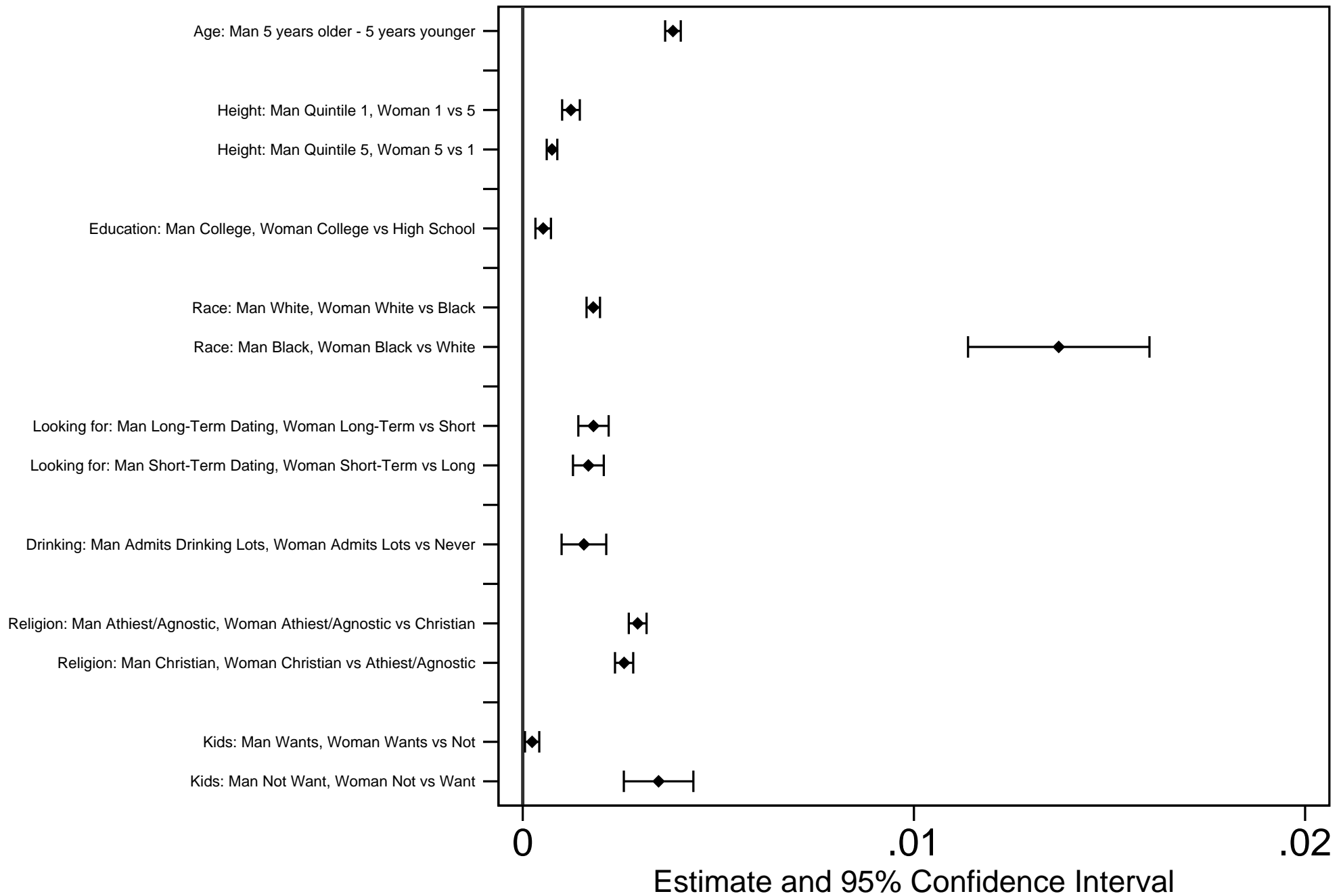
40. Politically, which are more important to you right now?

Social issues
Economic issues
I don't really care about politics

Figure S1: Sample Dating Profile, Study 1

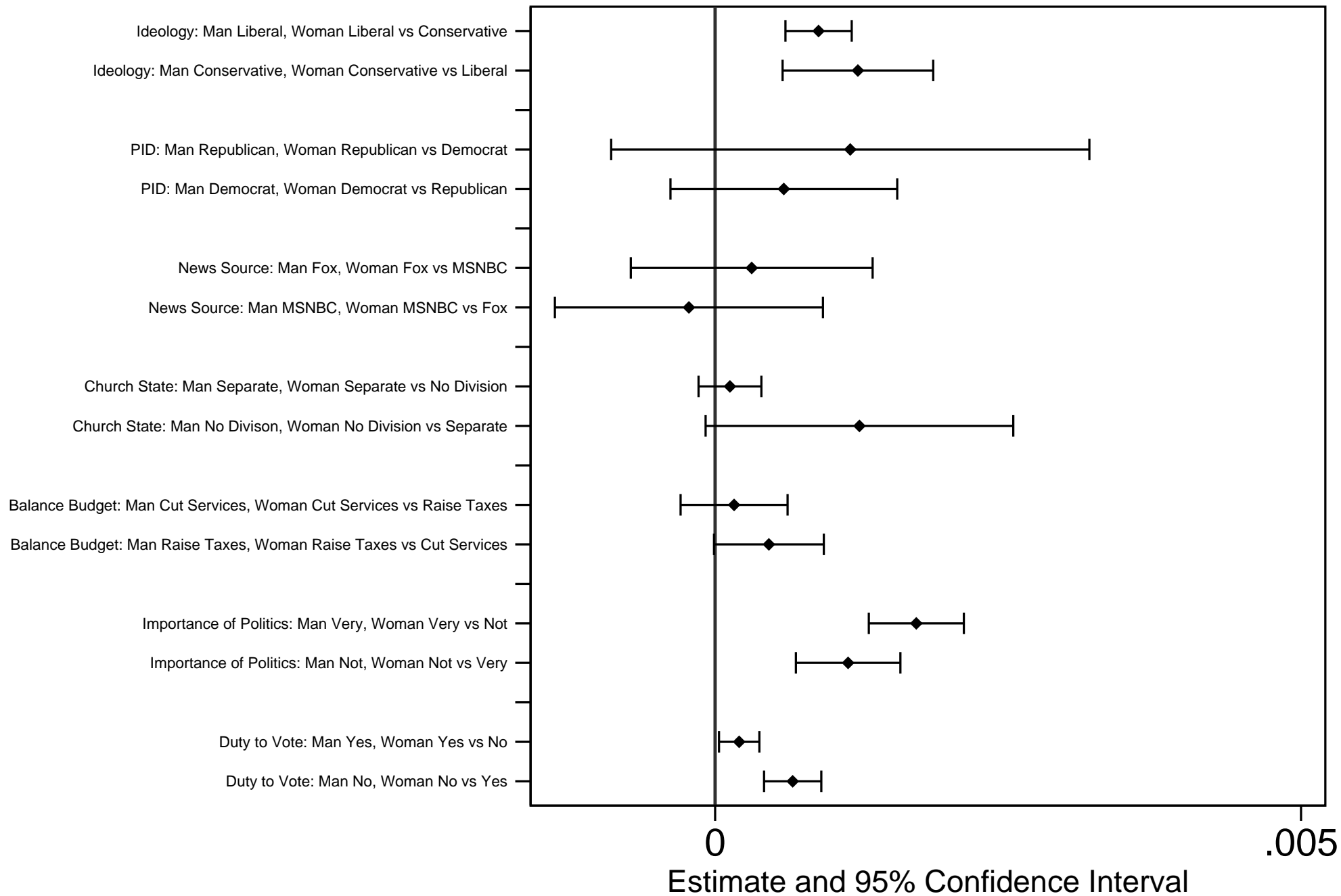
PICTURE GOES HERE	Cutie26 25 / F / Straight / Single White / 5'7" / Average Build	<table><tbody><tr><td>Religion</td><td>Not Religious</td></tr><tr><td>Education</td><td>Graduate school</td></tr><tr><td>Job</td><td>--</td></tr><tr><td>Kids</td><td>Would like, some day</td></tr><tr><td>Pets</td><td>--</td></tr><tr><td>Politics</td><td>--</td></tr><tr><td>Drinks</td><td>Socially</td></tr><tr><td>Smokes</td><td>No</td></tr><tr><td>Drugs</td><td>No</td></tr></tbody></table>	Religion	Not Religious	Education	Graduate school	Job	--	Kids	Would like, some day	Pets	--	Politics	--	Drinks	Socially	Smokes	No	Drugs	No
Religion	Not Religious																			
Education	Graduate school																			
Job	--																			
Kids	Would like, some day																			
Pets	--																			
Politics	--																			
Drinks	Socially																			
Smokes	No																			
Drugs	No																			
Profile																				
<p>The fact of the matter is I've just been too busy to meet new people. I am very driven and passionate about what I do. I am also very straight forward and don't like to play games. If I like you...you will know right away. If you don't like me...I'd like to know as soon as possible. Otherwise, I'd just like to meet someone who I can have a few drinks with. I love TV comedies with an edge?.30 Rock, Arrested Development, Weeds. I have sort of an edgy sense of humor. But also like Harry Potter!</p>																				

Figure S2: Effect of Nonpolitical Characteristics on Joint Messaging Behavior
 Estimates from model without political items



Note: Mean of DV in this sample is .0039. See Table S8 for model specification and full regression results.

Figure S3: Effect of Political Characteristics on Joint Messaging Behavior
 Estimates from model with all political items and 40 additional match questions



Note: Mean of DV in this sample is .0039. See SI Table S8 for model specification and full regression results.

Figure S4: Model Predicted Political Sorting Relative to Baseline Sorting
Joint Communication

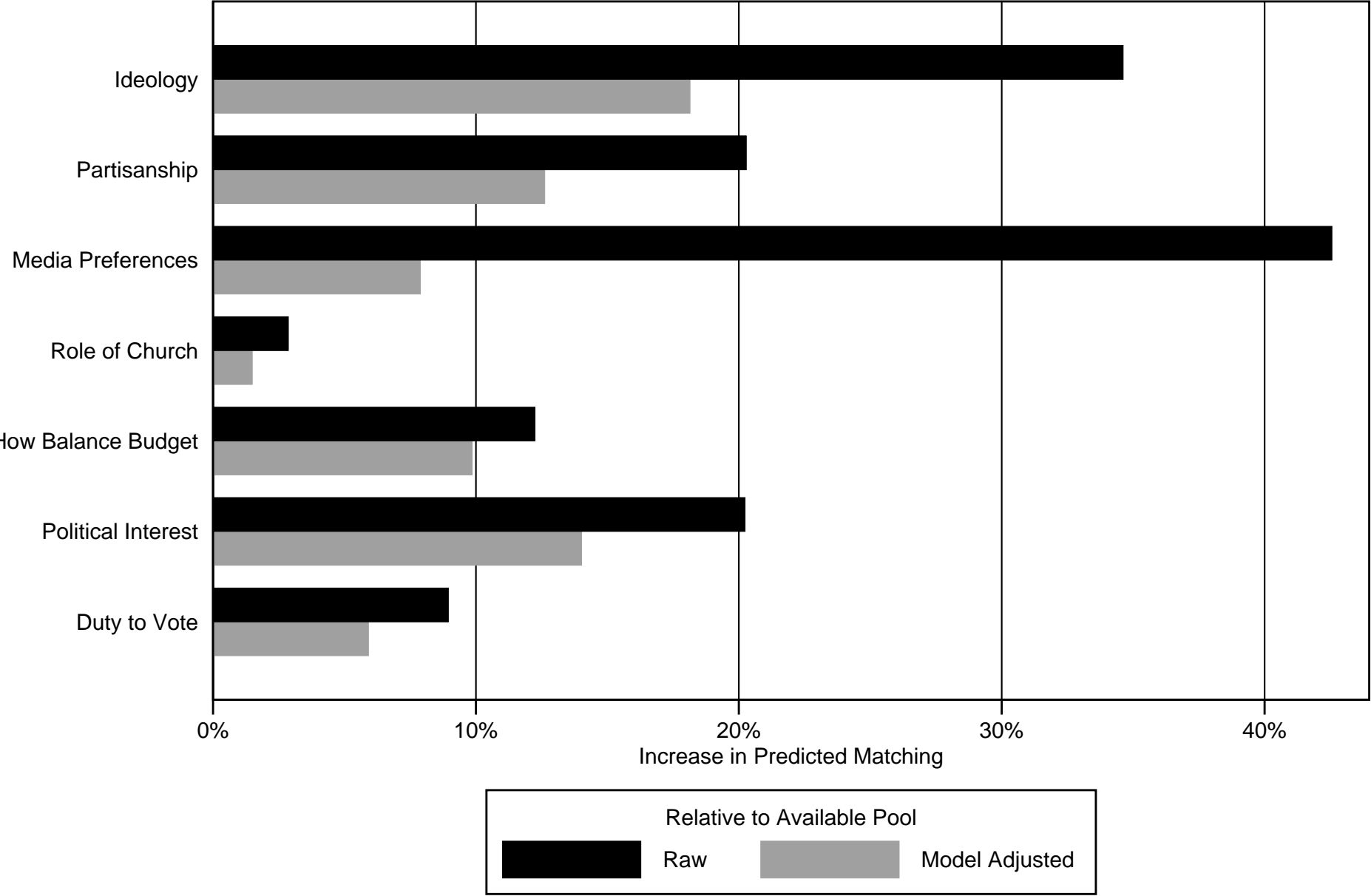


Table S1: Characteristics of Prior Literature on Political Sorting in Marriage and Dating

Study and Summary	(a) Accounts for multiple dimensions of political views	(b) Measures both partner's preferences before relationship forms	(c) Accounts for potential partners and their views	(d) Accounts for many other factors that may explain partner choice	(e) Includes any experimental manipulation	Total Score: Number of items (a) - (e) done	National or broadly representative sample?
Studies examining assortative mating (marriage) including measures of politics							
A1 Alford, Hatemi, Hibbing, Martin, and Eaves 2011 Using data from existing marriages, examine concordance of political views among married couples. Compare new to old marriages to ascertain effect of time on convergence and conduct analysis within subgroups to assess role of sorting on other dimensions. Supplement analysis with sample from Australia in which one member of a married couple was interviewed before being married. Find that people who later marry experience only a slightly larger change in political views.	+1 Yes	No	No	+1 Yes	No	2	Yes
A2 Luo and Klohnen 2005 Examined correlations in political values for N=291 couples compared to randomly assigned partners.	No (single scale)	No	No	No	No	0	No
A3 Watson, Klohnen, Casillas, Simms, and Haig 2004. Examine correlations among N=291 new couples. Some multivariate regression analysis.	+1 Yes	No	No	No (Some multivariate analysis, but few covariates)	No	1	No
A4 Jennings and Stoker 2001 Examine three-wave panel study of N=150 couples. Find increased correlations among political views over time, suggesting greater convergence over time.	No	No	No	No	No	0	Yes
A5 Feng and Baker 1994 Examine correlation over time in political views among small sample of couples interviewed 3 times (N=124). Find no statistically significant evidence of over time convergence.	+1 Yes	No	No	No	No	1	No
A6 Nagoshi, Johnson, and Honbo 1992 Examine correlations among married couples drawn from sample of Hawaiians (N=146).	No	No	No	No	No	0	No
A7 Martin, Eaves, Heath, Jardine, Feingold, and Eysenck 1986 Examine correlations of attitudes among twins and their marital partners in Australia and England. Find married partners views are correlated.	+1 Yes	No	No	No	No	1	Yes
A8 Niemi, Hedges, and Jennings 1977 Analyze parents of high school seniors from 1965 and examine correlations in views among married couples.	+1 Yes	No	No	No	No	1	Yes

Table S1: Characteristics of Prior Literature on Political Sorting in Marriage and Dating

Study and Summary	(a) Accounts for multiple dimensions of political views	(b) Measures both partner's preferences before relationship forms	(c) Accounts for potential partners and their views	(d) Accounts for many other factors that may explain partner choice	(e) Includes any experimental manipulation	Total Score: Number of items (a) - (e) done	National or broadly representative sample?
Studies examining speed dating behavior or dating profile evaluation including measures of politics							
B1 Tidwell, Eastwick, and Finkel 2012 Sample of 187 undergraduates participated in a speed dating experiment with 11 or 12 potential partners. In bivariate analysis, shared political orientation had marginally significant effect on predicted likeability. Analysis does not control for similarity on other dimensions.	No	+1 Yes	+1 Yes	No	No	2	No
B2 Luo and Zhang, 2009 Sample of 108 undergraduates participated in a speed dating experiment with from 6 to 10 potential partners. Find no evidence that shared political orientation predicts attraction in models that control for similarity along other (non-demographic/values) dimensions.	No (single scale)	+1 Yes	+1 Yes	No	No	2	No
B3 Carlson 1979 Sample of 96 undergraduates asked to evaluate single potential partner that was either fully matched on all political items but unmatched on all nonpolitical issues, or unmatched on all political items but matched on all nonpolitical issues. Politically aligned (but nonpolitical issue unaligned) profiles evaluated more positively. Profiles did not include any other demographic/etc. information.	No (single scale)	No	No	No	+1 Yes	1	No
Studies examining on-line dating behavior including measures of politics							
C1 Klofstad, McDermott, and Hatemi 2013 Using the data from Klofstad, McDermott, and Hatemi 2012 find that liberals and conservatives appear alike in seeking relationship partners who are broadly similar to them along non-political dimensions. Find modest differences between Liberals and Conservatives on choosiness for a few dimensions.	N/A	N/A	N/A	N/A	N/A	N/A	Yes
C2 Klofstad, McDermott, and Hatemi 2012 Examine the profiles of men and women from a national dating site to examine who advertises political orientations and what factors predict expressing a non-moderate position.	N/A	N/A	N/A	N/A	N/A	N/A	Yes
C3 Hitsch, Hortacsu, and Ariely 2010 Analyze online dating behavior of 22,000 users from Boston and San Diego. Among profiles a user views, estimate models predicting which partners a user contacts.	No	+1 Yes	+1 Yes	+1 Yes	No	3	No

Table S2: Complete List of Information Listed in Profiles (Study 1)

<u>Piece of Information</u>	<u>Manipulated?</u>	<u>Possible Values</u>
Profile Picture	Manipulated	32 male pictures 30 female pictures
Profile ID Name	Manipulated	30 male IDs 30 female IDs
Profile Text	Manipulated	26 male profile paragraphs 25 female profile paragraphs
Political Affiliation	Manipulated	Conservative Moderate Liberal Not interested in politics — (none listed)
Religion	Manipulated	Catholic Protestant Jewish Not Religious
Education	Manipulated	High School College Graduate School
Age	Manipulated	Male profiles: 25, 28, 31 Female profiles: 22, 25, 28
Height	Manipulated	Male profiles: 5'9", 6'0" Female profiles: 5'4", 5'7"
Sexual Orientation	Not manipulated	Straight
Relationship Status	Not manipulated	Single
Ethnicity	Not manipulated	White
Body Type	Not manipulated	Average build
Kids	Not manipulated	Would like, some day
Drinks	Not manipulated	Socially
Smokes	Not manipulated	No
Drugs	Not manipulated	No
Job	Not manipulated	— (none listed)
Pets	Not manipulated	— (none listed)

Note: For manipulated information, values are assigned randomly with equal probability from all listed values.

Table S3: Subject Demographics, Study 1

		%
Age	20	10.8
	21	5.9
	22	6.2
	23	6.2
	24	8.1
	25	8.7
	26	9.3
	27	8.1
	28	8.3
	29	11.2
	30	9.2
	31	6.3
	32	0.6
	33	0.1
34	0.9	
Education	High School	23.7
	College	64.5
	Grad School	11.8
Interest	Hardly At All	15.0
	Only Now And Then	20.5
	Some Of The Time	38.8
	Most Of The Time	25.7
Race	Asian	8.6
	Black	11.3
	Hispanic	13.4
	Nativeamerican	0.4
	Other	2.4
	White	63.9
Gender	Female	57.4
	Male	42.6
Ideology	Liberal	33.6
	Moderate	44.0
	Conservative	22.4
Religion	Catholic	22.8
	Jewish	2.4
	None	30.6
	Other	28.8
	Protestant	15.5
N=979		

Table S4: Complete Results Effect of Shared Political Orientations on Profile Evaluations, Study 1

	(1)	(2)	(3)	(4)	(5)	(6)
	Interest in dating (0-1)	Would you respond to person? (0-1)	Interest in LT Dating (0-1)	Do they share your values? (0-1)	Attractiveness (0-1)	Would you like to be friends? (0-1)
Ideology matches	0.014	0.014	0.025	0.024	0.003	0.029
	[0.007]+	[0.007]+	[0.007]**	[0.007]**	[0.007]	[0.007]**
Match not interested in Politics (Explicit not interested in profile)	0.019	0.008	-0.009	0.015	0.015	0.009
	[0.012]	[0.013]	[0.012]	[0.012]	[0.012]	[0.013]
Profile doesn't include politics	-0.009	-0.007	-0.009	0.001	-0.006	0.005
	[0.009]	[0.009]	[0.009]	[0.008]	[0.008]	[0.009]
Profile not interested in politics	-0.013	-0.007	0.004	0.000	-0.005	0.007
	[0.010]	[0.010]	[0.010]	[0.010]	[0.010]	[0.010]
Profile liberal	-0.006	-0.008	-0.007	-0.003	-0.001	0.003
	[0.008]	[0.008]	[0.008]	[0.007]	[0.008]	[0.008]
Profile conservative	-0.033	-0.037	-0.028	-0.012	-0.015	-0.022
	[0.008]**	[0.009]**	[0.009]**	[0.008]	[0.008]+	[0.008]**
Man is 28	0.003	0.016	0.009	0.014	0.011	0.012
	[0.009]	[0.009]+	[0.009]	[0.007]+	[0.008]	[0.008]
Man is 31	-0.001	0.003	0.002	0.015	0.004	0.005
	[0.009]	[0.009]	[0.009]	[0.008]+	[0.009]	[0.009]
Woman is 25	0.000	-0.003	0.008	0.009	-0.001	0.007
	[0.010]	[0.009]	[0.009]	[0.009]	[0.009]	[0.009]
Woman is 28	-0.008	-0.014	0.001	0.005	-0.007	0.004
	[0.009]	[0.010]	[0.010]	[0.008]	[0.009]	[0.010]
Absolute value of age difference	-0.002	-0.002	-0.002	-0.002	0.000	-0.001
	[0.001]+	[0.001]	[0.001]	[0.001]+	[0.001]	[0.001]
Respondent's Education=high school; Profile's Education=High School	-0.013	0.015	-0.016	-0.016	0.005	-0.026
	[0.031]	[0.033]	[0.029]	[0.036]	[0.035]	[0.033]
Respondent's Education=high school; Profile's Education=College	-0.051	-0.037	-0.056	-0.059	-0.046	-0.049
	[0.033]	[0.032]	[0.034]	[0.038]	[0.033]	[0.035]
Respondent's Education=college; Profile's Education=High School	-0.029	-0.023	-0.050	-0.034	-0.001	-0.052
	[0.029]	[0.032]	[0.028]+	[0.035]	[0.033]	[0.032]
Respondent's Education=college; Profile's Education=College	-0.074	-0.064	-0.077	-0.086	-0.059	-0.063
	[0.032]*	[0.030]*	[0.033]*	[0.037]*	[0.032]+	[0.034]+
Respondent's Education=grad school; Profile's Education=High School	-0.104	-0.092	-0.098	-0.075	-0.023	-0.110
	[0.036]**	[0.038]*	[0.033]**	[0.038]*	[0.038]	[0.037]**
Respondent's Education=grad school; Profile's Education=College	-0.105	-0.076	-0.075	-0.083	-0.056	-0.077
	[0.036]**	[0.034]*	[0.037]*	[0.039]*	[0.035]	[0.038]*
Profile's education=college	0.050	0.051	0.036	0.050	0.058	0.017
	[0.034]	[0.034]	[0.034]	[0.043]	[0.034]+	[0.040]
Profile's education=grad school	-0.010	-0.005	-0.030	-0.026	0.010	-0.035
	[0.028]	[0.031]	[0.027]	[0.034]	[0.033]	[0.031]
Respondent's Religion=Catholic; Profile's Religion=Catholic	0.135	0.100	0.104	-0.020	0.149	0.252
	[0.062]*	[0.090]	[0.059]+	[0.072]	[0.058]*	[0.031]**
Respondent's Religion=Catholic; Profile's Religion=Protestant	0.044	-0.036	-0.126	-0.109	0.155	-0.034
	[0.144]	[0.113]	[0.065]+	[0.070]	[0.139]	[0.065]
Respondent's Religion=Catholic; Profile's Religion=Jewish	0.019	-0.027	0.018	-0.096	0.067	0.099
	[0.108]	[0.110]	[0.062]	[0.080]	[0.116]	[0.094]
Respondent's Religion=Jewish; Profile's Religion=Catholic	0.072	0.062	0.092	0.001	0.097	0.145
	[0.071]	[0.095]	[0.067]	[0.079]	[0.065]	[0.045]**
Respondent's Religion=Jewish; Profile's Religion=Protestant	-0.022	-0.087	-0.155	-0.065	0.066	-0.087
	[0.148]	[0.122]	[0.075]*	[0.079]	[0.141]	[0.073]
Respondent's Religion=Jewish; Profile's Religion=Jewish	0.163	0.094	0.139	-0.017	0.120	0.199
	[0.122]	[0.114]	[0.075]+	[0.086]	[0.123]	[0.102]+
Respondent's Religion=None; Profile's Religion=Catholic	0.067	0.033	0.042	-0.077	0.102	0.163
	[0.062]	[0.089]	[0.058]	[0.071]	[0.058]+	[0.030]**
Respondent's Religion=None; Profile's Religion=Protestant	-0.022	-0.085	-0.176	-0.147	0.105	-0.075
	[0.144]	[0.113]	[0.064]**	[0.070]*	[0.139]	[0.065]
Respondent's Religion=None; Profile's Religion=Jewish	-0.002	-0.061	0.003	-0.116	0.057	0.073
	[0.107]	[0.109]	[0.062]	[0.080]	[0.116]	[0.093]
Respondent's Religion=Other; Profile's Religion=Catholic	0.107	0.089	0.079	-0.010	0.132	0.233
	[0.062]+	[0.089]	[0.059]	[0.072]	[0.058]*	[0.030]**
Respondent's Religion=Other; Profile's Religion=Protestant	-0.008	-0.064	-0.158	-0.115	0.119	-0.041
	[0.144]	[0.113]	[0.065]*	[0.070]	[0.139]	[0.065]
Respondent's Religion=Other; Profile's Religion=Jewish	0.031	-0.008	0.033	-0.070	0.072	0.119
	[0.107]	[0.109]	[0.062]	[0.080]	[0.116]	[0.093]
Respondent's Religion=Protestant; Profile's Religion=Catholic	0.118	0.083	0.088	0.005	0.142	0.224
	[0.063]+	[0.090]	[0.060]	[0.073]	[0.059]*	[0.032]**
Respondent's Religion=Protestant; Profile's Religion=Protestant	0.047	-0.037	-0.113	-0.065	0.162	-0.018
	[0.144]	[0.114]	[0.065]+	[0.071]	[0.139]	[0.065]
Respondent's Religion=Protestant; Profile's Religion=Jewish	0.023	-0.030	0.026	-0.055	0.082	0.101
	[0.108]	[0.110]	[0.063]	[0.080]	[0.117]	[0.094]
Profile's Religion=Catholic	-0.103	-0.066	-0.082	0.050	-0.122	-0.204
	[0.060]+	[0.088]	[0.057]	[0.070]	[0.056]*	[0.026]**
Profile's Religion=Protestant	-0.002	0.066	0.147	0.128	-0.117	0.048
	[0.143]	[0.112]	[0.063]*	[0.069]+	[0.138]	[0.063]
Profile's Religion=Jewish	-0.034	0.018	-0.042	0.097	-0.073	-0.110
	[0.106]	[0.109]	[0.060]	[0.079]	[0.115]	[0.092]
Taller profile	0.007	0.002	-0.001	-0.008	0.005	0.000
	[0.005]	[0.005]	[0.005]	[0.005]+	[0.005]	[0.005]
Constant	0.418	0.539	0.536	0.676	0.393	0.553
	[0.035]**	[0.037]**	[0.034]**	[0.037]**	[0.039]**	[0.038]**
Observations	9790	9790	9790	9790	9790	9790
Number of respondents (Fixed effects)	979	979	979	979	979	979
R-squared	0.141	0.126	0.100	0.081	0.195	0.099
Avg. SD of DV within respondent	0.229	0.228	0.222	0.192	0.231	0.222

OLS Coefficients with standard errors clustered at respondent level in brackets. + significant at 10%; * significant at 5%; ** significant at 1%, two-tailed tests. Fixed effects for profile text and picture not shown.

Table S5: Summary of Robustness Checks Study 1

Note: All results are selected OLS coefficients from models with covariates shown in Table S3 unless otherwise noted.

A) Do not use politics when describing purpose of study

	(1)	(2)	(3)	(4)	(5)	(6)
	Interest in dating (0-1)	Would you respond to person? (0-1)	Interest in LT Dating (0-1)	Do they share your values? (0-1)	Attractiveness (0-1)	Would you like to be friends? (0-1)
Ideology matches	0.015 [0.007]	0.015 [0.008]	0.026 [0.007]	0.024 [0.007]	0.004 [0.007]	0.030 [0.007]
Match not interested in Politics (Explicit not interested in profile)	0.018 [0.013]	0.007 [0.013]	-0.009 [0.012]	0.014 [0.012]	0.016 [0.013]	0.009 [0.013]
Observations	9670	9670	9670	9670	9670	9670
Number of respondents (Fixed effects)	967	967	967	967	967	967
R-squared	0.142	0.127	0.101	0.081	0.196	0.099

B) Listwise deletion for missing values

	(1)	(2)	(3)	(4)	(5)	(6)
	Interest in dating (0-1)	Would you respond to person? (0-1)	Interest in LT Dating (0-1)	Do they share your values? (0-1)	Attractiveness (0-1)	Would you like to be friends? (0-1)
Ideology matches	0.014 [0.007]	0.014 [0.008]	0.025 [0.007]	0.025 [0.007]	0.003 [0.007]	0.029 [0.007]
Match not interested in Politics (Explicit not interested in profile)	0.020 [0.012]	0.009 [0.013]	-0.009 [0.012]	0.015 [0.012]	0.016 [0.012]	0.009 [0.013]
Observations	9737	9725	9724	9716	9742	9709
Number of respondents (Fixed effects)	979	979	979	979	979	979
R-squared	0.142	0.127	0.101	0.082	0.196	0.100

C) Unclustered standard errors

	(1)	(2)	(3)	(4)	(5)	(6)
	Interest in dating (0-1)	Would you respond to person? (0-1)	Interest in LT Dating (0-1)	Do they share your values? (0-1)	Attractiveness (0-1)	Would you like to be friends? (0-1)
Ideology matches	0.014 [0.007]	0.014 [0.007]	0.025 [0.007]	0.024 [0.006]	0.003 [0.007]	0.029 [0.007]
Match not interested in Politics (Explicit not interested in profile)	0.019 [0.013]	0.008 [0.013]	-0.009 [0.013]	0.015 [0.012]	0.015 [0.013]	0.009 [0.013]
Observations	9790	9790	9790	9790	9790	9790
Number of respondents (Fixed effects)	979	979	979	979	979	979
R-squared	0.141	0.126	0.100	0.081	0.195	0.099

D) Excluding moderate profiles

	(1)	(2)	(3)	(4)	(5)	(6)
	Interest in dating (0-1)	Would you respond to person? (0-1)	Interest in LT Dating (0-1)	Do they share your values? (0-1)	Attractiveness (0-1)	Would you like to be friends? (0-1)
Ideology matches	0.024 [0.010]	0.029 [0.010]	0.042 [0.010]	0.039 [0.010]	0.004 [0.010]	0.048 [0.010]
Match not interested in Politics (Explicit not interested in profile)	0.019 [0.013]	0.002 [0.014]	-0.007 [0.013]	0.015 [0.013]	0.013 [0.013]	0.007 [0.013]
Observations	7963	7963	7963	7963	7963	7963
Number of respondents (Fixed effects)	979	979	979	979	979	979
R-squared	0.140	0.128	0.106	0.091	0.197	0.104

E) Testing for differences by gender

	(1)	(2)	(3)	(4)	(5)	(6)
	Interest in dating (0-1)	Would you respond to person? (0-1)	Interest in LT Dating (0-1)	Do they share your values? (0-1)	Attractiveness (0-1)	Would you like to be friends? (0-1)
Ideology matches	0.008 [0.010]	0.011 [0.011]	0.018 [0.010]	0.023 [0.010]*	0.004 [0.010]	0.027 [0.010]**
Ideology matches x Female	0.010 [0.013]	0.005 [0.013]	0.013 [0.013]	0.003 [0.012]	-0.003 [0.012]	0.002 [0.013]
Match not interested in Politics (Explicit not interested in profile)	0.016 [0.020]	-0.005 [0.020]	-0.027 [0.018]	0.003 [0.019]	0.006 [0.020]	-0.004 [0.019]
Match not interested in Politics (Explicit not interested in profile) x Female	0.004 [0.021]	0.019 [0.022]	0.026 [0.021]	0.017 [0.020]	0.014 [0.022]	0.019 [0.021]
Observations	9790	9790	9790	9790	9790	9790
Number of respondents (Fixed effects)	979	979	979	979	979	979
R-squared	0.141	0.126	0.100	0.081	0.195	0.099

Table S5: Summary of Robustness Checks Study 1

Note: All results are selected OLS coefficients from models with covariates shown in Table S3 unless otherwise noted.

F) Flexible coding of political match

	(1)	(2)	(3)	(4)	(5)	(6)
	Interest in dating (0-1)	Would you respond to person? (0-1)	Interest in LT Dating (0-1)	Do they share your values? (0-1)	Attractiveness (0-1)	Would you like to be friends? (0-1)
Respondent liberal profile liberal	0.012 [0.014]	0.011 [0.015]	0.028 [0.014]	0.024 [0.013]	0.001 [0.013]	0.024 [0.014]
Respondent liberal profile conservative	-0.049 [0.015]	-0.059 [0.015]	-0.049 [0.015]	-0.044 [0.013]	-0.021 [0.014]	-0.060 [0.014]
Respondent liberal profile not interested	-0.013 [0.014]	-0.008 [0.014]	0.003 [0.014]	0.005 [0.013]	-0.004 [0.014]	-0.002 [0.014]
Respondent liberal profile no politics	0.000 [0.014]	-0.011 [0.015]	0.002 [0.013]	-0.002 [0.012]	0.000 [0.014]	0.001 [0.014]
Respondent moderate profile liberal	-0.010 [0.012]	-0.009 [0.012]	-0.014 [0.013]	-0.016 [0.011]	-0.001 [0.012]	-0.013 [0.012]
Respondent moderate profile conservative	-0.031 [0.012]	-0.030 [0.012]	-0.028 [0.012]	-0.010 [0.012]	-0.014 [0.011]	-0.027 [0.012]
Respondent moderate profile not interested	-0.012 [0.012]	-0.012 [0.012]	-0.017 [0.012]	-0.011 [0.011]	-0.003 [0.011]	-0.007 [0.012]
Respondent moderate profile no politics	-0.025 [0.012]	-0.015 [0.013]	-0.027 [0.013]	-0.021 [0.011]	-0.016 [0.012]	-0.012 [0.012]
Respondent conservative profile liberal	-0.032 [0.017]	-0.040 [0.017]	-0.058 [0.016]	-0.029 [0.016]	-0.004 [0.017]	-0.010 [0.018]
Respondent conservative profile conservative	-0.026 [0.017]	-0.031 [0.018]	-0.020 [0.017]	0.007 [0.018]	-0.010 [0.016]	0.017 [0.018]
Respondent conservative profile not interested	-0.015 [0.017]	-0.009 [0.018]	-0.021 [0.018]	-0.014 [0.017]	0.007 [0.017]	0.004 [0.018]
Respondent conservative profile no politics	-0.020 [0.017]	-0.014 [0.016]	-0.041 [0.017]	-0.001 [0.017]	-0.001 [0.015]	-0.013 [0.018]
Observations	9790	9790	9790	9790	9790	9790
Number of respondents (Fixed effects)	979	979	979	979	979	979
R-squared	0.142	0.127	0.102	0.083	0.195	0.100
Linear combination of coefficients test (Average effect of (Respondent liberal profile liberal - Respondent liberal profile conservative) and (Respondent conservative profile conservative - Respondent conservative profile liberal))	0.033	0.039	0.057	0.052	0.008	0.055
Lincom Standard error	0.011	0.011	0.011	0.011	0.011	0.011

G) Interacting Interest and Ideological Congruence (Analysis includes only liberal, moderate, and conservative profiles)

	(1)	(2)	(3)	(4)	(5)	(6)
	Interest in dating (0-1)	Would you respond to person? (0-1)	Interest in LT Dating (0-1)	Do they share your values? (0-1)	Attractiveness (0-1)	Would you like to be friends? (0-1)
Ideology matches	0.019 [0.010]	0.014 [0.010]	0.036 [0.010]	0.030 [0.009]	0.011 [0.009]	0.031 [0.009]
Ideology matches x Low Interest	-0.015 [0.015]	0.000 [0.015]	-0.028 [0.015]	-0.015 [0.014]	-0.022 [0.014]	-0.003 [0.015]
Observations	5760	5760	5760	5760	5760	5760
Number of respondents (Fixed effects)	972	972	972	972	972	972
R-squared	0.150	0.137	0.113	0.091	0.204	0.105

Table S6: Subject Demographics, Study 2

Variable	(1)	(2)
	Men	Women
Age in Years	30.586	31.677
	[9.7085]	[10.9584]
Height, Quintiles within gender (-2,2)	0.314	-0.082
	[1.7171]	[1.5646]
Race = Asian	0.027	0.028
	[.1615]	[.165]
Race = Middle Eastern	0.003	0.002
	[.0512]	[.0456]
Race = Black	0.035	0.046
	[.1838]	[.2099]
Race = Native American	0.003	0.003
	[.0496]	[.0495]
Race = Indian	0.007	0.005
	[.085]	[.0682]
Race = Pacific Islander	0.002	0.002
	[.0472]	[.0427]
Race = Hispanic	0.043	0.039
	[.2032]	[.1942]
Race = White	0.597	0.616
	[.4904]	[.4863]
Race = Other	0.013	0.013
	[.1151]	[.1136]
Race = None	0.201	0.184
	[.4006]	[.3877]
Race = Multiple	0.069	0.062
	[.2532]	[.2408]
Educ = H.S.	0.093	0.078
	[.2903]	[.2677]
Educ = Assoc. Degree	0.097	0.089
	[.2961]	[.2841]
Educ = College	0.399	0.414
	[.4898]	[.4925]
Educ = Grad.	0.103	0.157
	[.3033]	[.3634]
Educ = Null	0.308	0.264
	[.4617]	[.4406]
Religion = Agnostic	0.102	0.081
	[.3024]	[.2727]
Religion = Atheist	0.076	0.039
	[.2656]	[.1936]
Religion = Buddhist	0.011	0.010
	[.1063]	[.0997]
Religion = Catholic	0.088	0.111
	[.2826]	[.3146]
Religion = Christian	0.211	0.267
	[.4082]	[.4423]
Religion = Hindu	0.004	0.002
	[.0612]	[.0483]
Religion = Islamic	0.002	0.001
	[.0458]	[.0375]
Religion = Jewish	0.022	0.036
	[.1476]	[.1853]
Religion = Missing/Null	0.382	0.353
	[.486]	[.4777]
Religion = Other	0.101	0.100
	[.3013]	[.2999]
Ideology = Liberal	0.326	0.473
	[.4687]	[.4993]
Ideology = Centrist	0.169	0.119
	[.3744]	[.3237]
Ideology = Conservative	0.157	0.125
	[.3639]	[.3304]
Ideology = None Of The Above	0.348	0.283
	[.4764]	[.4506]
Politics = Very important	0.166	0.181
	[.3723]	[.3853]
Politics = Somewhat important	0.356	0.381
	[.4789]	[.4857]
Politics = A little important	0.257	0.255
	[.437]	[.4357]
Politics = Not at all important	0.220	0.183
	[.4145]	[.3863]
Partisanship = As a Republican	0.120	0.104
	[.3243]	[.3056]
Partisanship = As a Democrat	0.249	0.426
	[.4324]	[.4945]
Partisanship = As a an Independent/Something Else	0.538	0.393
	[.4985]	[.4884]
Partisanship = None of these / I'm not American	0.093	0.077
	[.2908]	[.2669]
Voting a civic duty? Yes	0.664	0.754
	[.4723]	[.4306]
Voting a civic duty? No	0.336	0.246
	[.4723]	[.4306]
Role of Church = Church and state should be strictly separate.	0.927	0.923
	[.2609]	[.2674]
Role of Church = Policy should reflect the majority's religion.	0.074	0.078
	[.2609]	[.2674]
Preferred News Source = Fox News	0.132	0.125
	[.3386]	[.3312]
Preferred News Source = CNN	0.217	0.295
	[.412]	[.456]
Preferred News Source = MSNBC	0.081	0.110
	[.2734]	[.3134]
Preferred News Source = None of these	0.570	0.469
	[.4951]	[.4991]
How Balance Budget? Cut services and keep taxes at the same level.	0.579	0.504
	[.4938]	[.5]
How Balance Budget? Raise taxes and keep services at the same level.	0.421	0.496
	[.4938]	[.5]
Observations	481407	261059

Standard deviations in brackets. For political questions, proportions are among those answering the question.

Table S7: Robustness of Observed Homogeneity for Selected Characteristics Study 2, for all potential dyads and those in which communication occurs

Panel A: Among those looking for serious relationships (long-term dating) and wanting children

Characteristic	Men's Sending Behavior, at least 1 message					Women's Replying Behavior, at least 1 message					Joint Communication Behavior, at least 1 message each				
	Proportion Matching					Proportion Matching					Proportion Matching				
	Among All Dyads	If Man Sends First Message	Percentage Point Difference	p-value of difference in means	Proportional Increase in Match Rate	Among All Dyads Where Man Sent First Message	If Woman Replies	Percentage Point Difference	p-value of difference in means	Proportional Increase in Match Rate	Among All Dyads	If Man Sends Message and Woman Replies	Percentage Point Difference	p-value of difference in means	Proportional Increase in Match Rate
Match Height Quintile	23.8%	25.0%	1.2%	<.001	5.2%	25.0%	26.3%	1.3%	<.001	5.0%	23.8%	26.3%	2.5%	<.001	10.4%
Match Age (5 year bins, beginning with 18-22)	0.19	0.37	0.17	<.001	89.4%	0.37	0.40	0.03	<.001	8.1%	0.19	0.40	0.20	<.001	104.8%
Match Race	56.6%	61.6%	5.0%	<.001	8.9%	61.6%	66.3%	4.7%	<.001	7.6%	56.6%	66.3%	9.7%	<.001	17.2%
Match Religion	23.5%	32.2%	8.7%	<.001	37.1%	32.2%	34.8%	2.5%	<.001	7.9%	23.5%	34.8%	11.3%	<.001	47.9%
Match Education	40.9%	43.6%	2.7%	<.001	6.6%	43.6%	44.7%	1.1%	<.001	2.6%	40.9%	44.7%	3.8%	<.001	9.4%
Match Ideology	48.6%	50.4%	1.8%	<.001	3.7%	50.4%	52.0%	1.5%	<.001	3.1%	48.6%	52.0%	3.4%	<.001	6.9%
Match Partisanship	41.3%	43.5%	2.1%	<.001	5.2%	43.5%	45.1%	1.6%	0.013	3.8%	41.3%	45.1%	3.8%	<.001	9.2%
Match Media Preferences	41.8%	42.6%	0.9%	<.001	2.0%	42.6%	43.4%	0.7%	0.156	1.6%	41.8%	43.4%	1.6%	<.001	3.8%
Match Role of Church	89.0%	87.4%	-1.7%	<.001	-1.9%	87.4%	87.7%	0.4%	0.032	0.4%	89.0%	87.7%	-1.3%	<.001	-1.5%
Match How Balance Budget	51.6%	55.7%	4.0%	<.001	7.8%	55.7%	56.8%	1.2%	0.037	2.1%	51.6%	56.8%	5.2%	<.001	10.1%
Match Political Interest	28.3%	30.4%	2.0%	<.001	7.2%	30.4%	31.6%	1.2%	<.001	4.0%	28.3%	31.6%	3.2%	<.001	11.4%
Match Duty to Vote	62.0%	63.0%	1.0%	<.001	1.6%	63.0%	63.4%	0.4%	0.114	0.6%	62.0%	63.4%	1.3%	<.001	2.2%
Dyads			100,194,842					602,176					100,194,842		
Men			74,138					70,090					74,138		
Women			65,535					63,579					65,535		
Outcome rate			0.601%					24.325%					0.146%		

Panel B: Depth of interaction (at least 5 messages)

Characteristic	Men's Sending Behavior, at least 5 messages					Women's Replying Behavior, at least 5 messages					Joint Communication Behavior, at least 5 messages each				
	Proportion Matching					Proportion Matching					Proportion Matching				
	Among All Dyads	If Man Sends First Message	Percentage Point Difference	p-value of difference in means	Proportional Increase in Match Rate	Among All Dyads Where Man Sent First Message	If Woman Replies	Percentage Point Difference	p-value of difference in means	Proportional Increase in Match Rate	Among All Dyads	If Man Sends Message and Woman Replies	Percentage Point Difference	p-value of difference in means	Proportional Increase in Match Rate
Match Height Quintile	23.4%	25.8%	2.4%	<.001	10.1%	24.7%	25.8%	1.2%	<.001	4.7%	23.4%	25.8%	2.4%	<.001	10.3%
Match Age (5 year bins, beginning with 18-22)	0.21	0.42	0.22	<.001	105.6%	0.38	0.44	0.06	<.001	14.8%	0.21	0.44	0.24	<.001	115.1%
Match Race	54.7%	64.1%	9.4%	<.001	17.2%	59.5%	64.7%	5.2%	<.001	8.8%	54.7%	64.6%	9.9%	<.001	18.1%
Match Religion	21.4%	33.8%	12.4%	<.001	58.2%	29.6%	34.0%	4.5%	<.001	15.0%	21.4%	34.0%	12.7%	<.001	59.4%
Match Education	43.2%	47.2%	4.1%	<.001	9.4%	46.6%	47.8%	1.3%	<.001	2.7%	43.2%	47.8%	4.6%	<.001	10.7%
Match Ideology	50.6%	53.3%	2.6%	<.001	5.2%	52.6%	53.9%	1.3%	<.001	2.5%	50.6%	53.8%	3.1%	<.001	6.2%
Match Partisanship	42.1%	45.7%	3.7%	<.001	8.7%	44.1%	45.9%	1.8%	0.021	4.1%	42.1%	46.0%	4.0%	<.001	9.4%
Match Media Preferences	42.4%	44.1%	1.7%	<.001	4.1%	43.4%	44.0%	0.5%	0.378	1.2%	42.4%	44.0%	1.7%	0.005	3.9%
Match Role of Church	89.7%	87.7%	-2.0%	<.001	-2.2%	88.4%	88.1%	-0.3%	0.103	-0.3%	89.7%	88.1%	-1.6%	<.001	-1.8%
Match How Balance Budget	51.5%	56.6%	5.0%	<.001	9.7%	55.5%	57.3%	1.8%	0.004	3.3%	51.5%	57.2%	5.7%	<.001	11.0%
Match Political Interest	28.2%	31.4%	3.2%	<.001	11.5%	30.1%	31.6%	1.5%	<.001	4.9%	28.2%	31.6%	3.4%	<.001	12.1%
Match Duty to Vote	60.3%	60.4%	0.0%	0.884	0.1%	61.4%	60.1%	-1.3%	<.001	-2.1%	60.3%	60.0%	-0.3%	0.182	-0.6%
Dyads			367,047,169					2,073,902					367,047,169		
Men			142,964					142,622					142,964		
Women			119,754					119,569					119,754		
Outcome rate			0.040%					4.708%					0.026%		

Table S8: Complete OLS Regression Models Predicting Joint Messaging Behavior, Study 2

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Without Political Items		Individual Sets of Political Items						
									All Political Items and 40 Additional Match Questions
Q Pol Ideology? M Liberal F Liberal		0.000921							0.000397
		[0.000085]***							[0.000105]***
Q Pol Ideology? M Liberal F Centrist		0.000095							-0.000106
		[0.000140]							[0.000156]
Q Pol Ideology? M Liberal F Conservative		-0.000776							-0.000485
		[0.000134]***							[0.000150]***
Q Pol Ideology? M Liberal F None		-0.000353							-0.000298
		[0.000099]***							[0.000121]**
Q Pol Ideology? M Liberal F Missing		-0.000073							-0.000068
		[0.000075]							[0.000094]
Q Pol Ideology? M Centrist F Liberal		0.000244							0.000005
		[0.000104]**							[0.000121]
Q Pol Ideology? M Centrist F Centrist		0.001283							0.001038
		[0.000227]***							[0.000236]***
Q Pol Ideology? M Centrist F Conservative		-0.000211							-0.000240
		[0.000235]							[0.000242]
Q Pol Ideology? M Centrist F None		-0.000252							-0.000315
		[0.000139]*							[0.000154]**
Q Pol Ideology? M Centrist F Missing		-0.000226							-0.000224
		[0.000102]**							[0.000119]*
Q Pol Ideology? M Conservative F Liberal		-0.000728							-0.000475
		[0.000124]***							[0.000139]***
Q Pol Ideology? M Conservative F Centrist		0.000533							0.000425
		[0.000262]**							[0.000269]
Q Pol Ideology? M Conservative F Conservative		0.001479							0.000743
		[0.000315]***							[0.000322]**
Q Pol Ideology? M Conservative F None		0.000479							0.000287
		[0.000178]***							[0.000188]
Q Pol Ideology? M Conservative F Missing		0.000058							-0.000011
		[0.000118]							[0.000130]
Q Pol Ideology? M None F Liberal		-0.000060							-0.000040
		[0.000092]							[0.000113]
Q Pol Ideology? M None F Centrist		-0.000016							-0.000060
		[0.000151]							[0.000165]
Q Pol Ideology? M None F Conservative		0.000003							-0.000091
		[0.000186]							[0.000194]
Q Pol Ideology? M None F None		0.000540							0.000288
		[0.000128]***							[0.000140]**
Q Pol Ideology? M None F Missing		0.000129							0.000122
		[0.000083]							[0.000102]
Q Pol Ideology? M Missing F Liberal		-0.000191							-0.000167
		[0.000067]***							[0.000080]**
Q Pol Ideology? M Missing F Centrist		0.000123							0.000088
		[0.000113]							[0.000121]
Q Pol Ideology? M Missing F Conservative		-0.000016							-0.000190
		[0.000128]							[0.000135]
Q Pol Ideology? M Missing F None		0.000272							0.000105
		[0.000087]***							[0.000097]
Q Pol PID? M Republican F Republican			0.001454						0.000409
			[0.000972]						[0.000968]
Q Pol PID? M Republican F Democrat			-0.000985						-0.000744
			[0.000443]**						[0.000438]*
Q Pol PID? M Republican F Indpt./Else			-0.000255						-0.000271
			[0.000449]						[0.000448]
Q Pol PID? M Republican F None			-0.000319						-0.000429
			[0.000969]						[0.000968]
Q Pol PID? M Republican F Missing			0.000197						0.000137
			[0.000189]						[0.000187]
Q Pol PID? M Democrat F Republican			-0.000549						-0.000291
			[0.000437]						[0.000438]
Q Pol PID? M Democrat F Democrat			0.000948						0.000296
			[0.000239]***						[0.000242]
Q Pol PID? M Democrat F Indpt./Else			0.000647						0.000357
			[0.000265]**						[0.000269]
Q Pol PID? M Democrat F None			0.000305						0.000241
			[0.000523]						[0.000525]
Q Pol PID? M Democrat F Missing			0.000161						0.000092
			[0.000079]**						[0.000086]
Q Pol PID? M Indpt./Else F Republican			-0.000814						-0.000709
			[0.000323]**						[0.000327]**
Q Pol PID? M Indpt./Else F Democrat			0.000162						-0.000139
			[0.000168]						[0.000175]
Q Pol PID? M Indpt./Else F Indpt./Else			0.000676						0.000396
			[0.000191]***						[0.000197]**
Q Pol PID? M Indpt./Else F None			-0.000617						-0.000768
			[0.000344]*						[0.000348]**
Q Pol PID? M Indpt./Else F Missing			0.000018						0.000014
			[0.000098]						[0.000090]
Q Pol PID? M None F Republican			-0.001825						-0.001615
			[0.000688]***						[0.000694]**
Q Pol PID? M None F Democrat			0.000208						0.000073
			[0.000384]						[0.000385]
Q Pol PID? M None F Indpt./Else			0.000467						0.000253
			[0.000485]						[0.000484]
Q Pol PID? M None F None			-0.000195						-0.000504
			[0.000858]						[0.000861]
Q Pol PID? M None F Missing			-0.000010						0.000004
			[0.000172]						[0.000182]
Q Pol PID? M Missing F Republican			-0.000100						-0.000189
			[0.000146]						[0.000151]
Q Pol PID? M Missing F Democrat			-0.000011						-0.000034
			[0.000068]						[0.000072]
Q Pol PID? M Missing F Indpt./Else			-0.000025						-0.000090

Table S8: Complete OLS Regression Models Predicting Joint Messaging Behavior, Study 2

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Without Political Items			Individual Sets of Political Items					
Q Pol PID? M Missing F None			[0.00073] 0.000254 [0.000156]						[0.00077] 0.000164 [0.000160]
Q Prefer Info Source? M Fox News F Fox News				0.001861					0.001085
Q Prefer Info Source? M Fox News F CNN				[0.000394]*** -0.000336					[0.000402]*** -0.000487
Q Prefer Info Source? M Fox News F MSNBC				[0.000201]* 0.000859					[0.000216]** 0.000773
Q Prefer Info Source? M Fox News F None of these				[0.000373]** -0.000423					[0.000378]** -0.000289
Q Prefer Info Source? M Fox News F Missing				[0.000160]*** 0.000254					[0.000174]* 0.000195
Q Prefer Info Source? M CNN F Fox News				[0.000120]** 0.000210					[0.000134] 0.000073
Q Prefer Info Source? M CNN F CNN				[0.000250] 0.000409					[0.000258] 0.000145
Q Prefer Info Source? M CNN F MSNBC				[0.000150]*** 0.000524					[0.000164] 0.000273
Q Prefer Info Source? M CNN F None of these				[0.000251]** 0.000240					[0.000259] 0.000053
Q Prefer Info Source? M CNN F Missing				[0.000119]** 0.000201					[0.000137] 0.000176
Q Prefer Info Source? M MSNBC F Fox News				[0.000086]** 0.000665					[0.000102]* 0.000650
Q Prefer Info Source? M MSNBC F CNN				[0.000401]* 0.000260					[0.000408] -0.000037
Q Prefer Info Source? M MSNBC F MSNBC				[0.000236] 0.000747					[0.000246] 0.000427
Q Prefer Info Source? M MSNBC F None of these				[0.000408]* 0.000481					[0.000413] 0.000206
Q Prefer Info Source? M MSNBC F Missing				[0.000185]*** 0.000208					[0.000195] 0.000172
Q Prefer Info Source? M None of these F Fox News				[0.000132] -0.000316					[0.000145] -0.000130
Q Prefer Info Source? M None of these F CNN				[0.000139]** 0.000189					[0.000151] -0.000040
Q Prefer Info Source? M None of these F MSNBC				[0.000099]* 0.000197					[0.000116] -0.000055
Q Prefer Info Source? M None of these F None of these				[0.000153] 0.000674					[0.000164] 0.000313
Q Prefer Info Source? M None of these F Missing				[0.000084]*** 0.000008					[0.000104]*** 0.000008
Q Prefer Info Source? M Missing F Fox News				[0.000061] 0.000482					[0.000079] 0.000395
Q Prefer Info Source? M Missing F CNN				[0.000118]*** 0.000146					[0.000126]*** 0.000146
Q Prefer Info Source? M Missing F MSNBC				[0.000071]** 0.000249					[0.000084]* 0.000273
Q Prefer Info Source? M Missing F None of these				[0.000118]** 0.000047					[0.000126]** 0.000107
Q Role Gov't? M Church state separate F Church state separate				[0.000061]	0.000381				[0.000075] 0.000083
Q Role Gov't? M Church state separate F Majority Religion shape policy					[0.000057]*** -0.000130				[0.000090] -0.000044
Q Role Gov't? M Church state separate F Missing					[0.000143] -0.000072				[0.000157] -0.000096
Q Role Gov't? M Majority Religion shape policy F Church state separate					[0.000055] -0.000460				[0.000084] -0.000309
Q Role Gov't? M Majority Religion shape policy F Majority Religion shape policy					[0.000196]** 0.001901				[0.000211] 0.000923
Q Role Gov't? M Majority Religion shape policy F Missing					[0.000671]*** 0.000106				[0.000680] -0.000101
Q Role Gov't? M Missing F Church state separate					[0.000207] -0.000110				[0.000220] -0.000144
Q Role Gov't? M Missing F Majority Religion shape policy					[0.000051]** 0.000459				[0.000068]** 0.000145
Q How balance budget? M Cut Services F Cut Services					[0.000149]***	0.000577			[0.000158] 0.000336
Q How balance budget? M Cut Services F Raise Taxes						[0.000181]*** 0.000234			[0.000188]* 0.000174
Q How balance budget? M Cut Services F Missing						[0.000161] 0.000048			[0.000171] 0.000020
Q How balance budget? M Raise Taxes F Cut Services						[0.000084] -0.000182			[0.000088] -0.000216
Q How balance budget? M Raise Taxes F Raise Taxes						[0.000174] 0.000894			[0.000181] 0.000243
Q How balance budget? M Raise Taxes F Missing						[0.000177]*** 0.000037			[0.000183] -0.000031
Q How balance budget? M Missing F Cut Services						[0.000071] 0.000008			[0.000078] -0.000111
Q How balance budget? M Missing F Raise Taxes						[0.000071] 0.000041			[0.000078] -0.000020
Q Pol Impt? M Very Impt. F Very Impt.							0.001750		[0.000072] 0.001038
Q Pol Impt? M Very Impt. F Somewhat Impt.							[0.000169]*** 0.000315		[0.000188]*** -0.000100
Q Pol Impt? M Very Impt. F A Little Impt.							[0.000113]*** -0.000149		[0.000140] -0.000240
Q Pol Impt? M Very Impt. F Not at All Impt.							[0.000129] -0.000859		[0.000154] -0.000679
Q Pol Impt? M Very Impt. F Missing							[0.000134]*** -0.000030		[0.000164]*** -0.000075
Q Pol Impt? M Somewhat Impt. F Very Impt.							[0.000097] 0.000482		[0.000124] 0.000044
Q Pol Impt? M Somewhat Impt. F Somewhat Impt.							[0.000114]*** 0.000431		[0.000141] 0.000121

Table S8: Complete OLS Regression Models Predicting Joint Messaging Behavior, Study 2

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Without Political Items		Individual Sets of Political Items						All Political Items and 40 Additional Match Questions
Q Pol Impt? M Somewhat Impt. F A Little Impt.							[0.000088]***		[0.000119]
							0.000194		0.000060
Q Pol Impt? M Somewhat Impt. F Not at All Impt.							[0.000097]**		[0.000128]
							0.000065		0.000118
Q Pol Impt? M Somewhat Impt. F Missing							[0.000113]		[0.000144]
							0.000014		-0.000024
Q Pol Impt? M A Little Impt. F Very Impt.							[0.000077]		[0.000106]
							0.000033		-0.000117
Q Pol Impt? M A Little Impt. F Somewhat Impt.							[0.000126]		[0.000151]
							0.000374		0.000179
Q Pol Impt? M A Little Impt. F A Little Impt.							[0.000100]***		[0.000128]
							0.000460		0.000269
Q Pol Impt? M A Little Impt. F Not at All Impt.							[0.000122]***		[0.000145]*
							0.000298		0.000125
Q Pol Impt? M A Little Impt. F Missing							[0.000133]**		[0.000156]
							0.000227		0.000160
Q Pol Impt? M Not at All Impt. F Very Impt.							[0.000088]***		[0.000112]
							-0.000745		-0.000631
Q Pol Impt? M Not at All Impt. F Somewhat Impt.							[0.000167]***		[0.000201]***
							-0.000313		-0.000374
Q Pol Impt? M Not at All Impt. F A Little Impt.							[0.000134]**		[0.000172]**
							0.000478		0.000214
Q Pol Impt? M Not at All Impt. F Not at All Impt.							[0.000159]***		[0.000190]
							0.000980		0.000504
Q Pol Impt? M Not at All Impt. F Missing							[0.000182]***		[0.000208]**
							0.000049		-0.000087
Q Pol Impt? M Missing F Very Impt.							[0.000112]		[0.000149]
							-0.000153		-0.000033
Q Pol Impt? M Missing F Somewhat Impt.							[0.000094]		[0.000111]
							0.000013		0.000037
Q Pol Impt? M Missing F A Little Impt.							[0.000074]		[0.000093]
							0.000145		0.000105
Q Pol Impt? M Missing F Not at All Impt.							[0.000088]*		[0.000102]
							0.000318		0.000209
Q Duty vote? M Yes F Yes							[0.000098]***	0.000502	[0.000114]*
								0.000270	
Q Duty vote? M Yes F No							[0.000066]***	0.000113	[0.000087]***
								0.000065	
Q Duty vote? M Yes F Missing							[0.000089]	0.000084	[0.000106]
								0.000096	
Q Duty vote? M No F Yes							[0.000062]	0.000033	[0.000077]
								0.000033	
Q Duty vote? M No F No							[0.000083]	0.000806	[0.000106]
								0.000226	
Q Duty vote? M No F Missing							[0.000077]***	0.000226	[0.000137]***
								0.000226	
Q Duty vote? M Missing F Yes							[0.000077]***	0.000094	[0.000094]***
								0.000112	
Q Duty vote? M Missing F No							[0.000056]**	0.000372	[0.000073]*
								0.000372	
Woman's received messaging rate (prop. men in dataset sending mess	0.272656	0.272134	0.272680	0.271862	0.271979	0.272384	0.272047	0.271762	0.268108
	[0.003480]***	[0.003490]***	[0.003482]***	[0.003491]***	[0.003494]***	[0.003495]***	[0.003491]***	[0.003490]***	[0.003530]***
Man's messaging rate (prop. women in dataset sent message)	0.209525	0.209461	0.209526	0.209498	0.209594	0.209497	0.209617	0.209511	0.208708
	[0.009537]***	[0.009536]***	[0.009536]***	[0.009545]***	[0.009538]***	[0.009530]***	[0.009508]***	[0.009531]***	[0.009402]***
Prop. of time man messages that woman responds in dataset	0.004353	0.004347	0.004353	0.004362	0.004359	0.004356	0.004360	0.004367	0.004307
	[0.000219]***	[0.000219]***	[0.000219]***	[0.000219]***	[0.000219]***	[0.000220]***	[0.000221]***	[0.000220]***	[0.000213]***
Prop. of time woman messaged that she responds in dataset	0.008126	0.008116	0.008124	0.008106	0.008116	0.008122	0.008121	0.008111	0.008013
	[0.000100]***	[0.000100]***	[0.000100]***	[0.000100]***	[0.000100]***	[0.000100]***	[0.000100]***	[0.000100]***	[0.000100]***
M age - F age = -5	-0.004883	-0.004880	-0.004884	-0.004884	-0.004883	-0.004883	-0.004881	-0.004880	-0.004835
	[0.000101]***	[0.000101]***	[0.000101]***	[0.000101]***	[0.000101]***	[0.000101]***	[0.000101]***	[0.000101]***	[0.000100]***
M age - F age = -4	-0.004203	-0.004201	-0.004204	-0.004204	-0.004202	-0.004203	-0.004202	-0.004200	-0.004157
	[0.000102]***	[0.000102]***	[0.000102]***	[0.000102]***	[0.000102]***	[0.000102]***	[0.000102]***	[0.000102]***	[0.000102]***
M age - F age = -3	-0.003518	-0.003516	-0.003519	-0.003518	-0.003518	-0.003518	-0.003516	-0.003516	-0.003483
	[0.000102]***	[0.000102]***	[0.000102]***	[0.000102]***	[0.000102]***	[0.000102]***	[0.000102]***	[0.000102]***	[0.000102]***
M age - F age = -2	-0.002636	-0.002634	-0.002636	-0.002636	-0.002635	-0.002636	-0.002634	-0.002634	-0.002609
	[0.000103]***	[0.000103]***	[0.000103]***	[0.000103]***	[0.000103]***	[0.000103]***	[0.000103]***	[0.000103]***	[0.000103]***
M age - F age = -1	-0.001293	-0.001291	-0.001293	-0.001292	-0.001292	-0.001293	-0.001292	-0.001292	-0.001277
	[0.000106]***	[0.000106]***	[0.000106]***	[0.000106]***	[0.000106]***	[0.000106]***	[0.000106]***	[0.000106]***	[0.000106]***
M age - F age = 1	0.000453	0.000455	0.000454	0.000454	0.000454	0.000453	0.000453	0.000454	0.000449
	[0.000111]***	[0.000111]***	[0.000111]***	[0.000111]***	[0.000111]***	[0.000111]***	[0.000111]***	[0.000111]***	[0.000111]***
M age - F age = 2	0.000273	0.000274	0.000273	0.000274	0.000273	0.000273	0.000272	0.000273	0.000266
	[0.000112]**	[0.000112]**	[0.000112]**	[0.000112]**	[0.000112]**	[0.000112]**	[0.000112]**	[0.000112]**	[0.000112]**
M age - F age = 3	0.000043	0.000045	0.000043	0.000044	0.000044	0.000043	0.000043	0.000042	0.000035
	[0.000111]	[0.000111]	[0.000111]	[0.000111]	[0.000111]	[0.000111]	[0.000111]	[0.000111]	[0.000111]
M age - F age = 4	-0.000362	-0.000361	-0.000362	-0.000362	-0.000362	-0.000362	-0.000363	-0.000363	-0.000367
	[0.000113]***	[0.000113]***	[0.000113]***	[0.000113]***	[0.000113]***	[0.000113]***	[0.000113]***	[0.000113]***	[0.000113]***
M age - F age = 5	-0.001042	-0.001040	-0.001042	-0.001042	-0.001042	-0.001042	-0.001042	-0.001043	-0.001047
	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***
M age - F age = 6	-0.001612	-0.001610	-0.001612	-0.001612	-0.001611	-0.001612	-0.001613	-0.001613	-0.001614
	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000113]***
M age - F age = 7	-0.002217	-0.002215	-0.002218	-0.002217	-0.002217	-0.002217	-0.002218	-0.002218	-0.002222
	[0.000112]***	[0.000112]***	[0.000112]***	[0.000112]***	[0.000112]***	[0.000112]***	[0.000112]***	[0.000112]***	[0.000112]***
M age - F age = 8	-0.002763	-0.002761	-0.002764	-0.002763	-0.002763	-0.002763	-0.002764	-0.002765	-0.002773
	[0.000112]***	[0.000112]***	[0.000112]***	[0.000112]***	[0.000112]***	[0.000112]***	[0.000112]***	[0.000112]***	[0.000113]***
M age - F age = 9	-0.003252	-0.003250	-0.003254	-0.003253	-0.003253	-0.003253	-0.003254	-0.003255	-0.003266
	[0.000113]***	[0.000113]***	[0.000113]***	[0.000113]***	[0.000113]***	[0.000113]***	[0.000114]***	[0.000113]***	[0.000113]***
M age - F age = 10	-0.003582	-0.003578	-0.003583	-0.003583	-0.003582	-0.003582	-0.003582	-0.003583	-0.003605
	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000114]***	[0.000115]***
M age - F age = 11	-0.004062	-0.004060	-0.004065	-0.004064	-0.004064	-0.004063	-0.004064	-0.004067	-0.004091
	[0.000116]***	[0.000117]***	[0.000116]***	[0.000116]***	[0.000116]***	[0.000116]***	[0.000117]***	[0.000116]***	[0.000117]***
M age - F age = 12	-0.004241	-0.004238	-0.004243	-0.004243	-0.004243	-0.004242	-0.004242	-0.004245	-0.004270
	[0.000120]***	[0.000120]***	[0.000119]***	[0.000120]***	[0.000120]***	[0.000120]***	[0.000120]***	[0.000120]***	[0.000121]***
M age - F age = 13	-0.004799	-0.004795	-0.004802	-0.004801	-0.004802	-0.004801	-0.004800	-0.004804	-0.004838
	[0.000110]***	[0.000110]***	[0.000110]***	[0.000110]***	[0.000110]***	[0.000110]***	[0.000110]***	[0.000110]***	[0.000113]***
M age - F age = 14	-0.005163	-0.005159	-0.005167	-0.005165	-0.005165	-0.005164	-0.005165	-0.005168	-0.005205

Table S8: Complete OLS Regression Models Predicting Joint Messaging Behavior, Study 2

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	
	Without Political Items		Individual Sets of Political Items							All Political Items and 40 Additional Match Questions
M age - F age = 15	[0.000110]*** -0.005512	[0.000110]*** -0.005509	[0.000110]*** -0.005515	[0.000110]*** -0.005513	[0.000110]*** -0.005514	[0.000110]*** -0.005513	[0.000110]*** -0.005512	[0.000110]*** -0.005517	[0.000113]*** -0.005553	
M height quintile 1, F height quintile 1	[0.000117]*** 0.000260	[0.000117]*** 0.000266	[0.000117]*** 0.000259	[0.000117]*** 0.000261	[0.000117]*** 0.000266	[0.000117]*** 0.000259	[0.000117]*** 0.000260	[0.000117]*** 0.000263	[0.000121]*** 0.000273	
M height quintile 1, F height quintile 2	[0.000148]* -0.000010	[0.000148]* 0.000002	[0.000148]* -0.000010	[0.000148]* -0.000011	[0.000148]* -0.000001	[0.000148]* -0.000008	[0.000148]* -0.000001	[0.000148]* -0.000005	[0.000149]* 0.000024	
M height quintile 1, F height quintile 3	[0.000169] -0.000056	[0.000169] -0.000049	[0.000168] -0.000057	[0.000169] -0.000054	[0.000169] -0.000048	[0.000169] -0.000057	[0.000169] -0.000051	[0.000169] -0.000055	[0.000169] -0.000022	
M height quintile 1, F height quintile 4	[0.000140] -0.000305	[0.000140] -0.000296	[0.000140] -0.000307	[0.000140] -0.000304	[0.000140] -0.000297	[0.000140] -0.000306	[0.000140] -0.000301	[0.000140] -0.000302	[0.000141] -0.000251	
M height quintile 1, F height quintile 5	[0.000160]* -0.000974	[0.000160]* -0.000965	[0.000160]* -0.000973	[0.000160]* -0.000974	[0.000160]* -0.000964	[0.000160]* -0.000974	[0.000160]* -0.000967	[0.000160]* -0.000972	[0.000161] -0.000924	
M height quintile 2, F height quintile 1	[0.000134]*** 0.000528	[0.000134]*** 0.000540	[0.000133]*** 0.000530	[0.000134]*** 0.000530	[0.000133]*** 0.000539	[0.000134]*** 0.000531	[0.000133]*** 0.000534	[0.000134]*** 0.000530	[0.000134]*** 0.000534	
M height quintile 2, F height quintile 2	[0.000174]*** 0.000207	[0.000174]*** 0.000227	[0.000174]*** 0.000208	[0.000174]*** 0.000203	[0.000174]*** 0.000217	[0.000174]*** 0.000211	[0.000174]*** 0.000215	[0.000174]*** 0.000211	[0.000174]*** 0.000220	
M height quintile 2, F height quintile 3	[0.000212] 0.000195	[0.000212] 0.000208	[0.000212] 0.000197	[0.000212] 0.000196	[0.000212] 0.000205	[0.000212] 0.000197	[0.000212] 0.000203	[0.000212] 0.000197	[0.000212] 0.000197	
M height quintile 2, F height quintile 4	[0.000164] 0.000150	[0.000164] 0.000165	[0.000163] 0.000150	[0.000163] 0.000151	[0.000164] 0.000159	[0.000163] 0.000151	[0.000163] 0.000155	[0.000164] 0.000154	[0.000163] 0.000165	
M height quintile 2, F height quintile 5	[0.000193] -0.000536	[0.000193] -0.000521	[0.000193] -0.000533	[0.000193] -0.000537	[0.000193] -0.000525	[0.000193] -0.000534	[0.000193] -0.000529	[0.000193] -0.000534	[0.000193] -0.000521	
M height quintile 3, F height quintile 1	[0.000150]*** 0.000145	[0.000150]*** 0.000145	[0.000150]*** 0.000144	[0.000150]*** 0.000146	[0.000150]*** 0.000145	[0.000150]*** 0.000145	[0.000150]*** 0.000144	[0.000150]*** 0.000143	[0.000150]*** 0.000155	
M height quintile 3, F height quintile 2	[0.000156] 0.000146	[0.000155] 0.000153	[0.000155] 0.000147	[0.000155] 0.000142	[0.000155] 0.000148	[0.000155] 0.000149	[0.000155] 0.000149	[0.000155] 0.000148	[0.000155] 0.000155	
M height quintile 3, F height quintile 4	[0.000188] -0.000037	[0.000188] -0.000035	[0.000188] -0.000040	[0.000188] -0.000038	[0.000188] -0.000039	[0.000188] -0.000039	[0.000188] -0.000038	[0.000188] -0.000038	[0.000188] -0.000025	
M height quintile 3, F height quintile 5	[0.000170] -0.000255	[0.000170] -0.000255	[0.000170] -0.000255	[0.000170] -0.000258	[0.000170] -0.000255	[0.000170] -0.000255	[0.000170] -0.000256	[0.000170] -0.000256	[0.000170] -0.000255	
M height quintile 4, F height quintile 1	[0.000137]* 0.000042	[0.000137]* 0.000046	[0.000137]* 0.000045	[0.000137]* 0.000043	[0.000137]* 0.000044	[0.000137]* 0.000041	[0.000137]* 0.000044	[0.000137]* 0.000042	[0.000137]* 0.000047	
M height quintile 4, F height quintile 2	[0.000146] -0.000173	[0.000146] -0.000162	[0.000146] -0.000170	[0.000146] -0.000175	[0.000146] -0.000168	[0.000146] -0.000171	[0.000146] -0.000165	[0.000146] -0.000170	[0.000145] -0.000167	
M height quintile 4, F height quintile 3	[0.000170] 0.000099	[0.000170] 0.000103	[0.000170] 0.000102	[0.000170] 0.000099	[0.000170] 0.000103	[0.000170] 0.000098	[0.000170] 0.000106	[0.000170] 0.000100	[0.000170] 0.000092	
M height quintile 4, F height quintile 4	[0.000137] 0.000130	[0.000137] 0.000137	[0.000137] 0.000131	[0.000136] 0.000130	[0.000136] 0.000133	[0.000137] 0.000128	[0.000137] 0.000135	[0.000137] 0.000132	[0.000137] 0.000133	
M height quintile 4, F height quintile 5	[0.000163] 0.000018	[0.000163] 0.000023	[0.000163] 0.000021	[0.000163] 0.000016	[0.000163] 0.000023	[0.000163] 0.000017	[0.000163] 0.000023	[0.000163] 0.000018	[0.000163] 0.000007	
M height quintile 5, F height quintile 1	[0.000135] -0.000344	[0.000135] -0.000338	[0.000135] -0.000342	[0.000135] -0.000342	[0.000135] -0.000335	[0.000135] -0.000344	[0.000135] -0.000340	[0.000135] -0.000344	[0.000135] -0.000325	
M height quintile 5, F height quintile 2	[0.000117]*** -0.000330	[0.000117]*** -0.000319	[0.000117]*** -0.000328	[0.000117]*** -0.000334	[0.000117]*** -0.000322	[0.000117]*** -0.000329	[0.000117]*** -0.000324	[0.000117]*** -0.000327	[0.000117]*** -0.000307	
M height quintile 5, F height quintile 3	[0.000126]*** -0.000215	[0.000126]*** -0.000216	[0.000126]*** -0.000213	[0.000126]*** -0.000215	[0.000126]*** -0.000216	[0.000126]*** -0.000216	[0.000126]*** -0.000216	[0.000126]*** -0.000214	[0.000126]*** -0.000203	
M height quintile 5, F height quintile 4	[0.000114]* 0.000041	[0.000114]* 0.000049	[0.000114]* 0.000041	[0.000114]* 0.000041	[0.000115]* 0.000047	[0.000114]* 0.000038	[0.000114]* 0.000042	[0.000114]* 0.000041	[0.000114]* 0.000062	
M height quintile 5, F height quintile 5	[0.000124] 0.000405	[0.000124] 0.000412	[0.000124] 0.000407	[0.000124] 0.000402	[0.000124] 0.000413	[0.000124] 0.000404	[0.000124] 0.000407	[0.000124] 0.000405	[0.000124] 0.000414	
M educ hs, F educ hs	[0.000114]*** 0.001226	[0.000114]*** 0.001167	[0.000114]*** 0.001224	[0.000114]*** 0.001202	[0.000115]*** 0.001208	[0.000114]*** 0.001218	[0.000114]*** 0.001168	[0.000114]*** 0.001188	[0.000114]*** 0.000908	
M educ hs, F educ assoc	[0.000323]*** 0.000241	[0.000323]*** 0.000213	[0.000323]*** 0.000241	[0.000323]*** 0.000220	[0.000323]*** 0.000231	[0.000323]*** 0.000231	[0.000323]*** 0.000217	[0.000323]*** 0.000224	[0.000324]*** 0.000156	
M educ hs, F educ college	[0.000270] -0.001083	[0.000270] -0.001068	[0.000270] -0.001079	[0.000270] -0.001095	[0.000270] -0.001093	[0.000270] -0.001092	[0.000270] -0.001067	[0.000270] -0.001086	[0.000270] -0.000855	
M educ hs, F educ grad	[0.000153]*** -0.001988	[0.000153]*** -0.001945	[0.000154]*** -0.001984	[0.000153]*** -0.002003	[0.000153]*** -0.002000	[0.000153]*** -0.001999	[0.000153]*** -0.001946	[0.000153]*** -0.001991	[0.000154]*** -0.001600	
M educ hs, F educ null	[0.000197]*** 0.000102	[0.000197]*** 0.000084	[0.000197]*** 0.000104	[0.000197]*** 0.000094	[0.000196]*** 0.000100	[0.000197]*** 0.000098	[0.000197]*** 0.000092	[0.000197]*** 0.000091	[0.000196]*** 0.000031	
M educ assoc, F educ hs	[0.000234] 0.000057	[0.000234] 0.000019	[0.000234] 0.000053	[0.000234] 0.000034	[0.000234] 0.000042	[0.000234] 0.000050	[0.000234] 0.000027	[0.000234] 0.000031	[0.000234] -0.000021	
M educ assoc, F educ assoc	[0.000304] 0.000143	[0.000303] 0.000131	[0.000304] 0.000143	[0.000304] 0.000125	[0.000304] 0.000133	[0.000303] 0.000134	[0.000303] 0.000133	[0.000303] 0.000131	[0.000302] 0.000153	
M educ assoc, F educ college	[0.000256] -0.001064	[0.000256] -0.001051	[0.000256] -0.001062	[0.000256] -0.001074	[0.000256] -0.001076	[0.000255] -0.001073	[0.000256] -0.001054	[0.000256] -0.001064	[0.000255] -0.000878	
M educ assoc, F educ grad	[0.000158]*** -0.001500	[0.000158]*** -0.001476	[0.000158]*** -0.001502	[0.000158]*** -0.001516	[0.000158]*** -0.001513	[0.000158]*** -0.001513	[0.000158]*** -0.001481	[0.000158]*** -0.001506	[0.000157]*** -0.001240	
M educ assoc, F educ null	[0.000193]*** 0.000061	[0.000193]*** 0.000057	[0.000193]*** 0.000061	[0.000193]*** 0.000056	[0.000193]*** 0.000061	[0.000193]*** 0.000056	[0.000193]*** 0.000060	[0.000193]*** 0.000058	[0.000191]*** 0.000097	
M educ college, F educ hs	[0.000213] -0.001041	[0.000213] -0.001037	[0.000213] -0.001046	[0.000213] -0.001059	[0.000213] -0.001059	[0.000213] -0.001045	[0.000213] -0.001051	[0.000213] -0.001062	[0.000211] -0.000838	
M educ college, F educ assoc	[0.000152]*** -0.000921	[0.000152]*** -0.000910	[0.000152]*** -0.000922	[0.000152]*** -0.000936	[0.000152]*** -0.000936	[0.000152]*** -0.000926	[0.000152]*** -0.000922	[0.000152]*** -0.000929	[0.000153]*** -0.000768	
M educ college, F educ college	[0.000143]*** -0.000517	[0.000143]*** -0.000518	[0.000143]*** -0.000519	[0.000143]*** -0.000532	[0.000143]*** -0.000540	[0.000143]*** -0.000526	[0.000143]*** -0.000524	[0.000143]*** -0.000520	[0.000144]*** -0.000442	
M educ college, F educ grad	[0.000125]*** -0.000484	[0.000125]*** -0.000507	[0.000125]*** -0.000489	[0.000125]*** -0.000509	[0.000125]*** -0.000517	[0.000125]*** -0.000497	[0.000125]*** -0.000504	[0.000125]*** -0.000492	[0.000126]*** -0.000516	
M educ college, F educ null	[0.000135]*** -0.000843	[0.000135]*** -0.000825	[0.000135]*** -0.000845	[0.000135]*** -0.000847	[0.000135]*** -0.000848	[0.000135]*** -0.000845	[0.000135]*** -0.000839	[0.000135]*** -0.000843	[0.000137]*** -0.000704	
M educ grad, F educ hs	[0.000134]*** -0.002218	[0.000134]*** -0.002182	[0.000134]*** -0.002224	[0.000134]*** -0.002233	[0.000134]*** -0.002243	[0.000134]*** -0.002221	[0.000134]*** -0.002198	[0.000134]*** -0.002235	[0.000134]*** -0.001809	
M educ grad, F educ assoc	[0.000198]*** -0.001608	[0.000198]*** -0.001580	[0.000198]*** -0.001611	[0.000198]*** -0.001622	[0.000198]*** -0.001630	[0.000198]*** -0.001613	[0.000198]*** -0.001592	[0.000198]*** -0.001619	[0.000201]*** -0.001354	
M educ grad, F educ college	[0.000187]*** -0.000616	[0.000187]*** -0.000636	[0.000187]*** -0.000624	[0.000187]*** -0.000635	[0.000187]*** -0.000649	[0.000187]*** -0.000626	[0.000187]*** -0.000634	[0.000187]*** -0.000626	[0.000190]*** -0.000628	
M educ grad, F educ grad	[0.000137]*** 0.000103	[0.000137]*** 0.000097	[0.000138]*** 0.000109	[0.000137]*** 0.000100	[0.000138]*** 0.000106	[0.000138]*** 0.000116	[0.000138]*** 0.000099	[0.000138]*** 0.000107	[0.000140]*** 0.000779	
M educ grad, F educ null	[0.000177]*** -0.001372	[0.000177]*** -0.001349	[0.000177]*** -0.001378	[0.000177]*** -0.001378	[0.000177]*** -0.001384	[0.000178]*** -0.001375	[0.000178]*** -0.001359	[0.000178]*** -0.001372	[0.000179]*** -0.001181	
M educ null, F educ hs	[0.000163]*** -0.000203	[0.000163]*** -0.000236	[0.000163]*** -0.000204	[0.000163]*** -0.000217	[0.000163]*** -0.000205	[0.000163]*** -0.000205	[0.000164]*** -0.000207	[0.000163]*** -0.000228	[0.000165]*** -0.000329	
M educ null, F educ assoc	[0.000199] -0.000371	[0.000199] -0.000380	[0.000199] -0.000370	[0.000199] -0.0003						

Table S8: Complete OLS Regression Models Predicting Joint Messaging Behavior, Study 2

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Without Political Items	Individual Sets of Political Items							
	All Political Items and 40 Additional Match Questions								
M educ null, F educ grad	[0.000124]*** -0.001226	[0.000124]*** -0.001210	[0.000124]*** -0.001228	[0.000124]*** -0.001235	[0.000124]*** -0.001239	[0.000124]*** -0.001233	[0.000124]*** -0.001207	[0.000124]*** -0.001221	[0.000124]*** -0.001041
M race white, F race white	[0.000149]*** -0.000483	[0.000149]*** -0.000479	[0.000149]*** -0.000479	[0.000149]*** -0.000482	[0.000149]*** -0.000488	[0.000149]*** -0.000484	[0.000149]*** -0.000489	[0.000149]*** -0.000483	[0.000149]*** -0.000470
M race white, F race black	[0.000131]*** -0.002286	[0.000131]*** -0.002300	[0.000131]*** -0.002288	[0.000131]*** -0.002287	[0.000131]*** -0.002301	[0.000131]*** -0.002293	[0.000131]*** -0.002295	[0.000131]*** -0.002294	[0.000131]*** -0.002289
M race white, F race hispanic	[0.000151]*** -0.001626	[0.000151]*** -0.001623	[0.000151]*** -0.001623	[0.000151]*** -0.001616	[0.000151]*** -0.001626	[0.000151]*** -0.001627	[0.000151]*** -0.001632	[0.000151]*** -0.001624	[0.000151]*** -0.001621
M race white, F race none	[0.000157]*** -0.000847	[0.000157]*** -0.000839	[0.000157]*** -0.000845	[0.000157]*** -0.000843	[0.000157]*** -0.000849	[0.000157]*** -0.000851	[0.000157]*** -0.000850	[0.000157]*** -0.000840	[0.000157]*** -0.000860
M race white, F race else	[0.000147]*** -0.000984	[0.000147]*** -0.000985	[0.000147]*** -0.000984	[0.000147]*** -0.000982	[0.000147]*** -0.000990	[0.000147]*** -0.000985	[0.000147]*** -0.000989	[0.000147]*** -0.000986	[0.000147]*** -0.000976
M race black, F race white	[0.000138]*** -0.002507	[0.000138]*** -0.002512	[0.000138]*** -0.002512	[0.000138]*** -0.002518	[0.000138]*** -0.002503	[0.000138]*** -0.002505	[0.000138]*** -0.002510	[0.000138]*** -0.002509	[0.000138]*** -0.002393
M race black, F race black	[0.000182]*** 0.011196	[0.000182]*** 0.011181	[0.000182]*** 0.011187	[0.000182]*** 0.011177	[0.000182]*** 0.011190	[0.000182]*** 0.011193	[0.000182]*** 0.011190	[0.000182]*** 0.011185	[0.000182]*** 0.010691
M race black, F race hispanic	[0.001143]*** -0.001577	[0.001143]*** -0.001578	[0.001143]*** -0.001580	[0.001142]*** -0.001574	[0.001143]*** -0.001570	[0.001143]*** -0.001580	[0.001143]*** -0.001580	[0.001143]*** -0.001571	[0.001143]*** -0.001812
M race black, F race none	[0.000349]*** -0.001335	[0.000349]*** -0.001343	[0.000349]*** -0.001341	[0.000349]*** -0.001342	[0.000349]*** -0.001333	[0.000349]*** -0.001336	[0.000349]*** -0.001329	[0.000349]*** -0.001331	[0.000349]*** -0.001304
M race black, F race else	[0.000295]*** -0.000110	[0.000295]*** -0.000123	[0.000295]*** -0.000119	[0.000295]*** -0.000115	[0.000295]*** -0.000103	[0.000295]*** -0.000107	[0.000295]*** -0.000113	[0.000295]*** -0.000108	[0.000295]*** -0.000158
M race hispanic, F race white	[0.000269]*** -0.002006	[0.000269]*** -0.002006	[0.000269]*** -0.002002	[0.000268]*** -0.002012	[0.000268]*** -0.002014	[0.000268]*** -0.002008	[0.000268]*** -0.002014	[0.000268]*** -0.002009	[0.000268]*** -0.001969
M race hispanic, F race black	[0.000175]*** -0.002181	[0.000175]*** -0.002194	[0.000175]*** -0.002185	[0.000175]*** -0.002188	[0.000175]*** -0.002198	[0.000175]*** -0.002185	[0.000175]*** -0.002191	[0.000175]*** -0.002191	[0.000175]*** -0.002499
M race hispanic, F race hispanic	[0.000324]*** 0.002556	[0.000324]*** 0.002551	[0.000324]*** 0.002559	[0.000324]*** 0.002554	[0.000324]*** 0.002555	[0.000324]*** 0.002555	[0.000324]*** 0.002537	[0.000324]*** 0.002559	[0.000324]*** 0.002339
M race hispanic, F race none	[0.000367]*** -0.001396	[0.000367]*** -0.001406	[0.000367]*** -0.001396	[0.000367]*** -0.001399	[0.000367]*** -0.001403	[0.000367]*** -0.001403	[0.000367]*** -0.001392	[0.000367]*** -0.001396	[0.000367]*** -0.001446
M race hispanic, F race else	[0.000271]*** -0.000856	[0.000271]*** -0.000864	[0.000271]*** -0.000858	[0.000271]*** -0.000855	[0.000271]*** -0.000866	[0.000271]*** -0.000859	[0.000271]*** -0.000859	[0.000271]*** -0.000859	[0.000271]*** -0.000950
M race none, F race white	[0.000234]*** -0.000822	[0.000234]*** -0.000818	[0.000234]*** -0.000817	[0.000234]*** -0.000819	[0.000234]*** -0.000823	[0.000234]*** -0.000821	[0.000234]*** -0.000821	[0.000234]*** -0.000815	[0.000234]*** -0.000779
M race none, F race black	[0.000186]*** -0.000139	[0.000186]*** -0.000154	[0.000185]*** -0.000141	[0.000185]*** -0.000142	[0.000185]*** -0.000144	[0.000186]*** -0.000144	[0.000187]*** -0.000139	[0.000185]*** -0.000141	[0.000185]*** -0.000296
M race none, F race hispanic	[0.000360]*** -0.000288	[0.000360]*** -0.000287	[0.000360]*** -0.000285	[0.000359]*** -0.000282	[0.000359]*** -0.000287	[0.000360]*** -0.000288	[0.000360]*** -0.000290	[0.000359]*** -0.000281	[0.000359]*** -0.000381
M race none, F race none	[0.000355]*** -0.000334	[0.000355]*** -0.000326	[0.000355]*** -0.000331	[0.000355]*** -0.000324	[0.000355]*** -0.000333	[0.000355]*** -0.000336	[0.000355]*** -0.000323	[0.000355]*** -0.000320	[0.000355]*** -0.000303
M race none, F race else	[0.000261]*** -0.000566	[0.000261]*** -0.000569	[0.000261]*** -0.000564	[0.000261]*** -0.000559	[0.000261]*** -0.000567	[0.000261]*** -0.000565	[0.000261]*** -0.000565	[0.000261]*** -0.000561	[0.000261]*** -0.000579
M race else, F race white	[0.000258]*** -0.001583	[0.000258]*** -0.001579	[0.000257]*** -0.001579	[0.000257]*** -0.001584	[0.000258]*** -0.001582	[0.000258]*** -0.001583	[0.000258]*** -0.001582	[0.000258]*** -0.001581	[0.000257]*** -0.001487
M race else, F race black	[0.000144]*** -0.001032	[0.000144]*** -0.001048	[0.000143]*** -0.001037	[0.000144]*** -0.001041	[0.000144]*** -0.001040	[0.000144]*** -0.001037	[0.000144]*** -0.001032	[0.000144]*** -0.001041	[0.000144]*** -0.001136
M race else, F race hispanic	[0.000268]*** -0.000699	[0.000268]*** -0.000699	[0.000268]*** -0.000697	[0.000268]*** -0.000695	[0.000268]*** -0.000696	[0.000268]*** -0.000698	[0.000268]*** -0.000707	[0.000268]*** -0.000695	[0.000268]*** -0.000738
M race else, F race none	[0.000230]*** -0.000912	[0.000230]*** -0.000909	[0.000230]*** -0.000911	[0.000230]*** -0.000908	[0.000230]*** -0.000908	[0.000230]*** -0.000915	[0.000230]*** -0.000903	[0.000229]*** -0.000905	[0.000229]*** -0.000887
M look for friends, F look for friends	[0.000193]*** 0.000071	[0.000193]*** 0.000072	[0.000192]*** 0.000074	[0.000193]*** 0.000071	[0.000193]*** 0.000072	[0.000192]*** 0.000073	[0.000192]*** 0.000071	[0.000193]*** 0.000069	[0.000192]*** 0.000058
M look for friends, F look for ltdating	[0.000077]*** -0.000086	[0.000077]*** -0.000090	[0.000077]*** -0.000085	[0.000077]*** -0.000092	[0.000077]*** -0.000087	[0.000077]*** -0.000085	[0.000077]*** -0.000090	[0.000077]*** -0.000086	[0.000077]*** -0.000108
M look for friends, F look for stdating	[0.000087]*** -0.000189	[0.000087]*** -0.000185	[0.000087]*** -0.000189	[0.000087]*** -0.000187	[0.000087]*** -0.000190	[0.000087]*** -0.000191	[0.000087]*** -0.000187	[0.000087]*** -0.000192	[0.000087]*** -0.000115
M look for friends, F look for activities	[0.000084]*** -0.000094	[0.000084]*** -0.000092	[0.000084]*** -0.000095	[0.000084]*** -0.000094	[0.000084]*** -0.000095	[0.000084]*** -0.000095	[0.000084]*** -0.000090	[0.000084]*** -0.000094	[0.000084]*** -0.000060
M look for friends, F look for sex	[0.000083]*** 0.000298	[0.000083]*** 0.000301	[0.000083]*** 0.000298	[0.000083]*** 0.000305	[0.000083]*** 0.000303	[0.000083]*** 0.000297	[0.000083]*** 0.000299	[0.000083]*** 0.000299	[0.000083]*** 0.000284
M look for friends, F look for penpal	[0.000321]*** 0.000285	[0.000321]*** 0.000284	[0.000321]*** 0.000285	[0.000321]*** 0.000286	[0.000321]*** 0.000285	[0.000321]*** 0.000285	[0.000321]*** 0.000283	[0.000321]*** 0.000286	[0.000321]*** 0.000286
M look for ltdating, F look for friends	[0.000106]*** -0.000296	[0.000106]*** -0.000296	[0.000106]*** -0.000298	[0.000106]*** -0.000296	[0.000106]*** -0.000296	[0.000106]*** -0.000295	[0.000106]*** -0.000290	[0.000106]*** -0.000292	[0.000106]*** -0.000249
M look for ltdating, F look for ltdating	[0.000098]*** 0.001089	[0.000098]*** 0.001086	[0.000098]*** 0.001089	[0.000098]*** 0.001088	[0.000098]*** 0.001091	[0.000098]*** 0.001090	[0.000098]*** 0.001088	[0.000098]*** 0.001091	[0.000098]*** 0.000766
M look for ltdating, F look for stdating	[0.000114]*** -0.000720	[0.000114]*** -0.000711	[0.000114]*** -0.000720	[0.000114]*** -0.000719	[0.000114]*** -0.000719	[0.000114]*** -0.000720	[0.000114]*** -0.000720	[0.000114]*** -0.000721	[0.000114]*** -0.000441
M look for ltdating, F look for activities	[0.000111]*** -0.000152	[0.000111]*** -0.000146	[0.000111]*** -0.000153	[0.000111]*** -0.000150	[0.000111]*** -0.000152	[0.000111]*** -0.000153	[0.000111]*** -0.000152	[0.000111]*** -0.000152	[0.000111]*** -0.000034
M look for ltdating, F look for sex	[0.000108]*** -0.002235	[0.000108]*** -0.002239	[0.000108]*** -0.002236	[0.000108]*** -0.002229	[0.000108]*** -0.002232	[0.000108]*** -0.002236	[0.000108]*** -0.002231	[0.000108]*** -0.002231	[0.000108]*** -0.001977
M look for ltdating, F look for penpal	[0.000418]*** -0.000319	[0.000418]*** -0.000321	[0.000418]*** -0.000319	[0.000418]*** -0.000321	[0.000418]*** -0.000319	[0.000418]*** -0.000320	[0.000418]*** -0.000317	[0.000418]*** -0.000318	[0.000418]*** -0.000317
M look for stdating, F look for friends	[0.000137]*** -0.000065	[0.000137]*** -0.000065	[0.000137]*** -0.000066	[0.000137]*** -0.000066	[0.000137]*** -0.000065	[0.000137]*** -0.000065	[0.000137]*** -0.000066	[0.000137]*** -0.000066	[0.000137]*** -0.000033
M look for stdating, F look for ltdating	[0.000098]*** -0.000811	[0.000098]*** -0.000806	[0.000098]*** -0.000811	[0.000098]*** -0.000809	[0.000098]*** -0.000810	[0.000098]*** -0.000810	[0.000098]*** -0.000809	[0.000098]*** -0.000810	[0.000098]*** -0.000527
M look for stdating, F look for stdating	[0.000115]*** 0.000868	[0.000115]*** 0.000848	[0.000115]*** 0.000867	[0.000115]*** 0.000865	[0.000115]*** 0.000864	[0.000115]*** 0.000867	[0.000115]*** 0.000862	[0.000115]*** 0.000869	[0.000115]*** 0.000537
M look for stdating, F look for activities	[0.000113]*** 0.000212	[0.000113]*** 0.000201	[0.000113]*** 0.000211	[0.000113]*** 0.000208	[0.000113]*** 0.000208	[0.000113]*** 0.000212	[0.000113]*** 0.000208	[0.000113]*** 0.000211	[0.000113]*** 0.000028
M look for stdating, F look for sex	[0.000106]*** 0.001635	[0.000106]*** 0.001648	[0.000106]*** 0.001635	[0.000106]*** 0.001639	[0.000106]*** 0.001641	[0.000106]*** 0.001634	[0.000106]*** 0.001640	[0.000106]*** 0.001635	[0.000106]*** 0.001515
M look for stdating, F look for penpal	[0.000385]*** -0.000010	[0.000385]*** 0.000002	[0.000385]*** -0.000010	[0.000385]*** -0.000009	[0.000385]*** -0.000006	[0.000385]*** -0.000009	[0.000385]*** -0.000006	[0.000385]*** -0.000011	[0.000385]*** 0.000050
M look for activities, F look for friends	[0.000133]*** 0.000142	[0.000133]*** 0.000144	[0.000133]*** 0.000142	[0.000133]*** 0.000142	[0.000133]*** 0.000139	[0.000133]*** 0.000140	[0.000133]*** 0.000140	[0.000133]*** 0.000141	[0.000133]*** 0.000141
M look for activities, F look for ltdating	[0.000083]*** -0.000347	[0.000083]*** -0.000345	[0.000083]*** -0.000348	[0.000083]*** -0.000346	[0.000083]*** -0.000348	[0.000083]*** -0.000348	[0.000083]*** -0.000346	[0.000083]*** -	

Table S8: Complete OLS Regression Models Predicting Joint Messaging Behavior, Study 2

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	
	Without Political Items		Individual Sets of Political Items							All Political Items and 40 Additional Match Questions
M look for activities, F look for penpal	[0.000337] 0.000050 [0.000108]	[0.000337] 0.000054 [0.000108]	[0.000337] 0.000050 [0.000108]	[0.000337] 0.000050 [0.000108]	[0.000337] 0.000051 [0.000108]	[0.000337] 0.000050 [0.000108]	[0.000337] 0.000052 [0.000108]	[0.000337] 0.000052 [0.000108]	[0.000336] 0.000063 [0.000108]	
M look for sex, F look for friends	-0.000184 [0.000118]	-0.000192 [0.000119]	-0.000181 [0.000118]	-0.000185 [0.000118]	-0.000183 [0.000118]	-0.000183 [0.000118]	-0.000188 [0.000118]	-0.000189 [0.000118]	-0.000249 [0.000119]**	
M look for sex, F look for ldating	-0.000122 [0.000146]	-0.000129 [0.000146]	-0.000120 [0.000146]	-0.000126 [0.000146]	-0.000125 [0.000146]	-0.000122 [0.000146]	-0.000126 [0.000146]	-0.000123 [0.000146]	-0.000065 [0.000145]	
M look for sex, F look for stdating	0.000176 [0.000141]	0.000188 [0.000141]	0.000178 [0.000141]	0.000179 [0.000141]	0.000181 [0.000141]	0.000178 [0.000141]	0.000184 [0.000141]	0.000178 [0.000141]	0.000216 [0.000140]	
M look for sex, F look for activities	-0.000132 [0.000142]	-0.000128 [0.000142]	-0.000130 [0.000142]	-0.000130 [0.000142]	-0.000129 [0.000142]	-0.000131 [0.000142]	-0.000124 [0.000142]	-0.000131 [0.000142]	-0.000070 [0.000142]	
M look for sex, F look for sex	0.005333 [0.000772]**	0.005326 [0.000772]**	0.005333 [0.000772]**	0.005331 [0.000772]**	0.005327 [0.000772]**	0.005333 [0.000772]**	0.005329 [0.000772]**	0.005329 [0.000772]**	0.004991 [0.000772]**	
M look for sex, F look for penpal	0.000111 [0.000176]	0.000102 [0.000176]	0.000110 [0.000176]	0.000111 [0.000176]	0.000107 [0.000176]	0.000110 [0.000176]	0.000104 [0.000176]	0.000109 [0.000176]	0.000080 [0.000176]	
M look for penpal, F look for friends	0.000182 [0.000108]**	0.000180 [0.000107]*	0.000180 [0.000107]*	0.000182 [0.000108]**	0.000182 [0.000108]**	0.000180 [0.000107]*	0.000184 [0.000108]**	0.000181 [0.000108]**	0.000171 [0.000105]	
M look for penpal, F look for ldating	0.000122 [0.000115]	0.000124 [0.000115]	0.000124 [0.000115]	0.000125 [0.000115]	0.000124 [0.000115]	0.000123 [0.000115]	0.000126 [0.000115]	0.000123 [0.000115]	0.000092 [0.000114]	
M look for penpal, F look for stdating	-0.000298 [0.000115]**	-0.000287 [0.000115]**	-0.000297 [0.000115]**	-0.000297 [0.000115]**	-0.000296 [0.000115]**	-0.000298 [0.000115]**	-0.000294 [0.000115]**	-0.000297 [0.000115]**	-0.000207 [0.000114]**	
M look for penpal, F look for activities	-0.000152 [0.000110]	-0.000147 [0.000110]	-0.000152 [0.000110]	-0.000150 [0.000110]	-0.000151 [0.000110]	-0.000153 [0.000110]	-0.000150 [0.000110]	-0.000151 [0.000110]	-0.000100 [0.000109]	
M look for penpal, F look for sex	-0.000138 [0.000434]	-0.000149 [0.000434]	-0.000137 [0.000434]	-0.000141 [0.000434]	-0.000142 [0.000434]	-0.000138 [0.000434]	-0.000142 [0.000434]	-0.000141 [0.000434]	-0.000114 [0.000434]	
M admit smoker, F admit smoker	0.001128 [0.000102]**	0.001118 [0.000102]**	0.001129 [0.000102]**	0.001119 [0.000102]**	0.001122 [0.000102]**	0.001126 [0.000102]**	0.001120 [0.000102]**	0.001116 [0.000102]**	0.000863 [0.000104]**	
M admit smoker, F admit drinklots	-0.000106 [0.000134]	-0.000101 [0.000134]	-0.000105 [0.000134]	-0.000099 [0.000134]	-0.000102 [0.000134]	-0.000106 [0.000134]	-0.000100 [0.000134]	-0.000101 [0.000134]	-0.000057 [0.000133]	
M admit smoker, F admit drinknever	-0.000188 [0.000162]	-0.000193 [0.000163]	-0.000185 [0.000162]	-0.000191 [0.000163]	-0.000190 [0.000163]	-0.000189 [0.000163]	-0.000188 [0.000163]	-0.000192 [0.000163]	-0.000009 [0.000164]	
M admit smoker, F admit drugs	0.000443 [0.000176]**	0.000441 [0.000175]**	0.000441 [0.000176]**	0.000443 [0.000176]**	0.000439 [0.000176]**	0.000443 [0.000176]**	0.000448 [0.000176]**	0.000439 [0.000176]**	0.000154 [0.000175]	
M admit drinklots, F admit smoker	-0.000147 [0.000144]	-0.000145 [0.000144]	-0.000146 [0.000144]	-0.000145 [0.000144]	-0.000147 [0.000144]	-0.000145 [0.000144]	-0.000141 [0.000144]	-0.000148 [0.000144]	-0.000150 [0.000144]	
M admit drinklots, F admit drinklots	0.000926 [0.000214]**	0.000920 [0.000214]**	0.000924 [0.000214]**	0.000930 [0.000214]**	0.000930 [0.000214]**	0.000925 [0.000214]**	0.000920 [0.000214]**	0.000929 [0.000214]**	0.000800 [0.000213]**	
M admit drinklots, F admit drinknever	-0.000638 [0.000220]**	-0.000627 [0.000220]**	-0.000637 [0.000220]**	-0.000632 [0.000220]**	-0.000635 [0.000220]**	-0.000636 [0.000220]**	-0.000631 [0.000220]**	-0.000636 [0.000220]**	-0.000482 [0.000220]**	
M admit drinklots, F admit drugs	0.000077 [0.000262]	0.000064 [0.000262]	0.000075 [0.000262]	0.000071 [0.000262]	0.000074 [0.000262]	0.000077 [0.000262]	0.000070 [0.000262]	0.000077 [0.000262]	-0.000320 [0.000260]	
M admit drinknever, F admit smoker	-0.000238 [0.000160]	-0.000246 [0.000160]	-0.000238 [0.000160]	-0.000242 [0.000160]	-0.000238 [0.000160]	-0.000238 [0.000160]	-0.000239 [0.000160]	-0.000245 [0.000160]	0.000038 [0.000162]	
M admit drinknever, F admit drinklots	-0.000401 [0.000247]	-0.000393 [0.000247]	-0.000403 [0.000247]	-0.000394 [0.000247]	-0.000390 [0.000247]	-0.000401 [0.000247]	-0.000392 [0.000247]	-0.000393 [0.000247]	-0.000231 [0.000244]	
M admit drinknever, F admit drinknever	0.002451 [0.000379]**	0.002448 [0.000379]**	0.002454 [0.000379]**	0.002451 [0.000379]**	0.002452 [0.000379]**	0.002451 [0.000379]**	0.002454 [0.000379]**	0.002454 [0.000379]**	0.002003 [0.000379]**	
M admit drinknever, F admit drugs	-0.000404 [0.000274]	-0.000394 [0.000274]	-0.000408 [0.000274]	-0.000403 [0.000273]	-0.000403 [0.000274]	-0.000404 [0.000274]	-0.000402 [0.000274]	-0.000403 [0.000274]	0.000143 [0.000273]	
M admit drugs, F admit smoker	0.000393 [0.000153]**	0.000384 [0.000153]**	0.000391 [0.000153]**	0.000387 [0.000153]**	0.000380 [0.000153]**	0.000392 [0.000153]**	0.000394 [0.000153]**	0.000384 [0.000153]**	0.000005 [0.000155]	
M admit drugs, F admit drinklots	0.000759 [0.000246]**	0.000739 [0.000246]**	0.000757 [0.000246]**	0.000756 [0.000246]**	0.000759 [0.000246]**	0.000760 [0.000246]**	0.000751 [0.000246]**	0.000763 [0.000246]**	0.000364 [0.000247]	
M admit drugs, F admit drinknever	-0.000376 [0.000266]	-0.000371 [0.000266]	-0.000373 [0.000266]	-0.000377 [0.000266]	-0.000377 [0.000266]	-0.000378 [0.000266]	-0.000370 [0.000266]	-0.000381 [0.000266]	0.000279 [0.000268]	
M relig athagn, F relig athagn	0.001649 [0.000117]**	0.001538 [0.000117]**	0.001627 [0.000117]**	0.001602 [0.000117]**	0.001566 [0.000117]**	0.001627 [0.000117]**	0.001594 [0.000117]**	0.001626 [0.000117]**	0.000912 [0.000121]**	
M relig athagn, F relig other	0.000472 [0.000113]**	0.000414 [0.000113]**	0.000453 [0.000113]**	0.000443 [0.000113]**	0.000419 [0.000113]**	0.000458 [0.000113]**	0.000443 [0.000113]**	0.000454 [0.000113]**	0.000304 [0.000114]**	
M relig athagn, F relig christian	-0.001290 [0.000090]**	-0.001258 [0.000091]**	-0.001292 [0.000090]**	-0.001296 [0.000090]**	-0.001308 [0.000090]**	-0.001297 [0.000090]**	-0.001291 [0.000090]**	-0.001306 [0.000090]**	-0.000629 [0.000095]**	
M relig athagn, F relig catholic	-0.000824 [0.000113]**	-0.000822 [0.000114]**	-0.000826 [0.000113]**	-0.000834 [0.000113]**	-0.000855 [0.000113]**	-0.000834 [0.000113]**	-0.000829 [0.000113]**	-0.000843 [0.000113]**	-0.000397 [0.000116]**	
M relig athagn, F relig null	0.000247 [0.000095]**	0.000205 [0.000096]**	0.000234 [0.000095]**	0.000228 [0.000096]**	0.000209 [0.000095]**	0.000239 [0.000095]**	0.000237 [0.000095]**	0.000234 [0.000095]**	0.000160 [0.000097]**	
M relig other, F relig athagn	0.000083 [0.000124]	0.000033 [0.000124]	0.000074 [0.000124]	0.000054 [0.000124]	0.000040 [0.000124]	0.000072 [0.000124]	0.000063 [0.000124]	0.000067 [0.000124]	-0.000050 [0.000124]	
M relig other, F relig other	0.001009 [0.000139]**	0.000978 [0.000139]**	0.001002 [0.000139]**	0.000994 [0.000139]**	0.000986 [0.000139]**	0.001004 [0.000139]**	0.000999 [0.000139]**	0.000999 [0.000139]**	0.000930 [0.000139]**	
M relig other, F relig christian	-0.000632 [0.000115]**	-0.000623 [0.000115]**	-0.000625 [0.000115]**	-0.000639 [0.000115]**	-0.000639 [0.000115]**	-0.000633 [0.000115]**	-0.000636 [0.000115]**	-0.000641 [0.000115]**	-0.000407 [0.000119]**	
M relig other, F relig catholic	-0.000441 [0.000141]**	-0.000441 [0.000141]**	-0.000435 [0.000141]**	-0.000450 [0.000141]**	-0.000450 [0.000141]**	-0.000443 [0.000141]**	-0.000444 [0.000141]**	-0.000452 [0.000141]**	-0.000296 [0.000142]**	
M relig other, F relig null	0.000017 [0.000109]	-0.000005 [0.000109]	0.000015 [0.000109]	0.000009 [0.000109]	0.000004 [0.000108]	0.000016 [0.000109]	0.000013 [0.000109]	0.000012 [0.000109]	0.000004 [0.000109]	
M relig christian, F relig athagn	-0.001428 [0.000111]**	-0.001376 [0.000112]**	-0.001429 [0.000112]**	-0.001431 [0.000112]**	-0.001427 [0.000112]**	-0.001439 [0.000112]**	-0.001433 [0.000112]**	-0.001447 [0.000112]**	-0.000594 [0.000121]**	
M relig christian, F relig other	-0.000723 [0.000122]**	-0.000701 [0.000124]**	-0.000724 [0.000123]**	-0.000725 [0.000123]**	-0.000718 [0.000123]**	-0.000730 [0.000122]**	-0.000730 [0.000123]**	-0.000739 [0.000122]**	-0.000419 [0.000127]**	
M relig christian, F relig christian	0.001164 [0.000117]**	0.001145 [0.000119]**	0.001168 [0.000117]**	0.001144 [0.000118]**	0.001163 [0.000117]**	0.001158 [0.000117]**	0.001154 [0.000117]**	0.001154 [0.000117]**	0.000682 [0.000123]**	
M relig christian, F relig catholic	0.000240 [0.000140]**	0.000238 [0.000142]**	0.000245 [0.000141]**	0.000222 [0.000141]**	0.000248 [0.000141]**	0.000233 [0.000140]**	0.000228 [0.000140]**	0.000225 [0.000140]**	0.000052 [0.000146]	
M relig christian, F relig null	-0.000206 [0.000109]**	-0.000187 [0.000111]**	-0.000207 [0.000109]**	-0.000207 [0.000110]**	-0.000198 [0.000109]**	-0.000210 [0.000108]**	-0.000212 [0.000109]**	-0.000213 [0.000109]**	0.000031 [0.000113]	
M relig catholic, F relig athagn	-0.001005 [0.000150]**	-0.000974 [0.000151]**	-0.001010 [0.000150]**	-0.001012 [0.000150]**	-0.001015 [0.000150]**	-0.001015 [0.000150]**	-0.001003 [0.000150]**	-0.001020 [0.000150]**	-0.000421 [0.000154]**	
M relig catholic, F relig other	-0.000559 [0.000154]**	-0.000541 [0.000154]**	-0.000564 [0.000154]**	-0.000562 [0.000154]**	-0.000560 [0.000154]**	-0.000565 [0.000154]**	-0.000561 [0.000154]**	-0.000568 [0.000154]**	-0.000344 [0.000156]**	
M relig catholic, F relig christian	0.000432 [0.000148]**	0.000435 [0.000148]**	0.000436 [0.000148]**	0.000418 [0.000148]**	0.000433 [0.000148]**	0.000429 [0.000148]**	0.000425 [0.000148]**	0.000425 [0.000148]**	0.000205 [0.000152]	
M relig catholic, F relig catholic	0.000626 [0.000191]**	0.000634 [0.000192]**	0.000629 [0.000191]**	0.000621 [0.000191]**	0.000632 [0.000191]**	0.000621 [0.000191]**	0.000616 [0.000191]**	0.000615 [0.000191]**	0.000511 [0.000194]**	
M relig catholic, F relig null	-0.000189 [0.000134]	-0.000170 [0.000135]	-0.000192 [0.000134]	-0.000191 [0.000134]	-0.000185 [0.000134]	-0.000190 [0.000134]	-0.000191 [0.000134]	-0.000193 [0.000134]	-0.000024 [0.000136]	
M relig null, F relig athagn	-0.000318 [0.000332]	-0.000323 [0.000332]	-0.000322 [0.000332]	-0.000332 [0.000332]	-0.000335 [0.000332]	-0.000326 [0.000332]	-0.000310 [0.000332]	-0.000329 [0.000332]	-0.000235 [0.000332]	

Table S8: Complete OLS Regression Models Predicting Joint Messaging Behavior, Study 2

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	
	Without Political Items		Individual Sets of Political Items							All Political Items and 40 Additional Match Questions
M relig null, F relig other	[0.000090]*** 0.000197 [0.000103]*	[0.000090]*** 0.000194 [0.000103]*	[0.000090]*** 0.000194 [0.000103]*	[0.000090]*** 0.000193 [0.000103]*	[0.000091]*** 0.000192 [0.000103]*	[0.000090]*** 0.000194 [0.000103]*	[0.000091]*** 0.000199 [0.000103]*	[0.000090]*** 0.000193 [0.000103]*	[0.000093]*** 0.000209 [0.000103]**	
M relig null, F relig christian	-0.000094 [0.000086]	-0.000088 [0.000086]	-0.000088 [0.000086]	-0.000102 [0.000086]	-0.000097 [0.000086]	-0.000095 [0.000086]	-0.000100 [0.000086]	-0.000096 [0.000086]	-0.000083 [0.000089]	
M relig null, F relig catholic	0.000099 [0.000109]	0.000105 [0.000109]	0.000106 [0.000109]	0.000091 [0.000109]	0.000101 [0.000109]	0.000097 [0.000109]	0.000094 [0.000109]	0.000095 [0.000109]	0.000117 [0.000110]	
M kids want, F kids want	-0.000276 [0.000073]***	-0.000271 [0.000074]***	-0.000278 [0.000074]***	-0.000275 [0.000073]***	-0.000267 [0.000073]***	-0.000278 [0.000074]***	-0.000272 [0.000074]***	-0.000277 [0.000073]***	-0.000255 [0.000076]***	
M kids want, F kids notwant	-0.000516 [0.000111]***	-0.000511 [0.000111]***	-0.000522 [0.000111]***	-0.000521 [0.000111]***	-0.000517 [0.000111]***	-0.000522 [0.000111]***	-0.000509 [0.000111]***	-0.000524 [0.000111]***	-0.000356 [0.000115]***	
M kids want, F kids null	-0.000583 [0.000079]***	-0.000582 [0.000079]***	-0.000584 [0.000079]***	-0.000580 [0.000079]***	-0.000578 [0.000079]***	-0.000585 [0.000079]***	-0.000581 [0.000079]***	-0.000584 [0.000079]***	-0.000530 [0.000081]***	
M kids notwant, F kids want	-0.000860 [0.000109]***	-0.000854 [0.000110]***	-0.000862 [0.000109]***	-0.000861 [0.000109]***	-0.000859 [0.000109]***	-0.000865 [0.000109]***	-0.000850 [0.000109]***	-0.000865 [0.000109]***	-0.000715 [0.000114]***	
M kids notwant, F kids notwant	0.002614 [0.000445]***	0.002616 [0.000445]***	0.002606 [0.000445]***	0.002587 [0.000445]***	0.002597 [0.000445]***	0.002606 [0.000445]***	0.002625 [0.000445]***	0.002600 [0.000445]***	0.002280 [0.000445]***	
M kids notwant, F kids null	-0.000120 [0.000164]	-0.000127 [0.000164]	-0.000122 [0.000165]	-0.000124 [0.000164]	-0.000126 [0.000164]	-0.000126 [0.000164]	-0.000118 [0.000164]	-0.000125 [0.000164]	-0.000141 [0.000167]	
M kids null, F kids want	-0.000294 [0.000067]***	-0.000290 [0.000067]***	-0.000295 [0.000067]***	-0.000296 [0.000067]***	-0.000289 [0.000067]***	-0.000295 [0.000067]***	-0.000291 [0.000067]***	-0.000295 [0.000067]***	-0.000244 [0.000067]***	
M kids null, F kids notwant	0.000218 [0.000137]	0.000221 [0.000137]	0.000214 [0.000137]	0.000208 [0.000137]	0.000214 [0.000137]	0.000215 [0.000137]	0.000222 [0.000137]	0.000210 [0.000137]	0.000211 [0.000138]	
M profile quartile 1, F profile quintile 1	-0.000853 [0.000795]	-0.000843 [0.000795]	-0.000829 [0.000795]	-0.000854 [0.000795]	-0.000822 [0.000795]	-0.000847 [0.000795]	-0.000832 [0.000795]	-0.000838 [0.000795]	-0.001169 [0.000793]	
M profile quartile 1, F profile quintile 2	-0.000254 [0.000252]	-0.000239 [0.000252]	-0.000235 [0.000252]	-0.000235 [0.000251]	-0.000213 [0.000252]	-0.000241 [0.000252]	-0.000238 [0.000252]	-0.000242 [0.000252]	-0.000436 [0.000254]*	
M profile quartile 1, F profile quintile 3	-0.000921 [0.000167]***	-0.000898 [0.000167]***	-0.000900 [0.000167]***	-0.000903 [0.000166]***	-0.000880 [0.000167]***	-0.000911 [0.000167]***	-0.000895 [0.000167]***	-0.000910 [0.000167]***	-0.000865 [0.000170]***	
M profile quartile 1, F profile quintile 4	-0.001221 [0.000179]***	-0.001187 [0.000179]***	-0.001202 [0.000179]***	-0.001195 [0.000178]***	-0.001175 [0.000178]***	-0.001213 [0.000179]***	-0.001180 [0.000180]***	-0.001210 [0.000179]***	-0.000891 [0.000181]***	
M profile quartile 2, F profile quintile 1	0.000441 [0.000318]	0.000446 [0.000318]	0.000464 [0.000317]	0.000454 [0.000317]	0.000468 [0.000318]	0.000458 [0.000318]	0.000456 [0.000318]	0.000459 [0.000318]	0.000205 [0.000318]	
M profile quartile 2, F profile quintile 2	0.000073 [0.000108]	0.000086 [0.000108]	0.000092 [0.000107]	0.000099 [0.000107]	0.000112 [0.000108]	0.000093 [0.000108]	0.000081 [0.000109]	0.000085 [0.000108]	-0.000006 [0.000108]	
M profile quartile 2, F profile quintile 3	-0.000439 [0.000089]***	-0.000422 [0.000089]***	-0.000421 [0.000088]***	-0.000417 [0.000088]***	-0.000404 [0.000089]***	-0.000422 [0.000089]***	-0.000424 [0.000090]***	-0.000429 [0.000089]***	-0.000363 [0.000089]***	
M profile quartile 2, F profile quintile 4	-0.000856 [0.000088]***	-0.000832 [0.000087]***	-0.000839 [0.000087]***	-0.000831 [0.000087]***	-0.000818 [0.000087]***	-0.000842 [0.000087]***	-0.000831 [0.000089]***	-0.000845 [0.000088]***	-0.000594 [0.000087]***	
M profile quartile 3, F profile quintile 1	-0.000707 [0.000220]***	-0.000693 [0.000220]***	-0.000685 [0.000220]***	-0.000701 [0.000220]***	-0.000685 [0.000220]***	-0.000692 [0.000220]***	-0.000696 [0.000221]***	-0.000695 [0.000220]***	-0.000710 [0.000222]***	
M profile quartile 3, F profile quintile 2	-0.000564 [0.000084]***	-0.000547 [0.000083]***	-0.000547 [0.000084]***	-0.000544 [0.000083]***	-0.000533 [0.000084]***	-0.000546 [0.000083]***	-0.000556 [0.000084]***	-0.000555 [0.000084]***	-0.000477 [0.000084]***	
M profile quartile 3, F profile quintile 3	-0.000521 [0.000072]***	-0.000508 [0.000071]***	-0.000506 [0.000072]***	-0.000509 [0.000071]***	-0.000499 [0.000071]***	-0.000508 [0.000071]***	-0.000515 [0.000072]***	-0.000515 [0.000072]***	-0.000403 [0.000071]***	
M profile quartile 3, F profile quintile 4	-0.000523 [0.000071]***	-0.000508 [0.000070]***	-0.000511 [0.000071]***	-0.000511 [0.000070]***	-0.000502 [0.000071]***	-0.000515 [0.000071]***	-0.000511 [0.000071]***	-0.000517 [0.000071]***	-0.000356 [0.000070]***	
M profile quartile 4, F profile quintile 1	-0.001411 [0.000169]***	-0.001385 [0.000169]***	-0.001394 [0.000169]***	-0.001404 [0.000169]***	-0.001395 [0.000169]***	-0.001401 [0.000169]***	-0.001395 [0.000169]***	-0.001406 [0.000169]***	-0.001115 [0.000171]***	
M profile quartile 4, F profile quintile 2	-0.001140 [0.000073]***	-0.001119 [0.000072]***	-0.001130 [0.000072]***	-0.001122 [0.000072]***	-0.001122 [0.000073]***	-0.001128 [0.000072]***	-0.001127 [0.000073]***	-0.001137 [0.000073]***	-0.000880 [0.000074]***	
M profile quartile 4, F profile quintile 3	-0.000616 [0.000063]***	-0.000610 [0.000063]***	-0.000609 [0.000062]***	-0.000609 [0.000063]***	-0.000609 [0.000063]***	-0.000609 [0.000063]***	-0.000613 [0.000063]***	-0.000616 [0.000063]***	-0.000467 [0.000063]***	
Constant	-0.003196 [0.000331]***	-0.003278 [0.000336]***	-0.003228 [0.000333]***	-0.003309 [0.000334]***	-0.003240 [0.000333]***	-0.003219 [0.000333]***	-0.003340 [0.000338]***	-0.003369 [0.000334]***	-0.001931 [0.000629]***	
Observations	1420000	1420000	1420000	1420000	1420000	1420000	1420000	1420000	1420000	
R-squared	0.009	0.009	0.009	0.009	0.009	0.009	0.009	0.009	0.009	

OLS coefficients with robust standard errors, clustered by man, in brackets. In column (9), coefficients for additional match questions not included. * significant at 10%; ** significant at 5%; *** significant at 1%. Mean of DV is .0038730415319045.