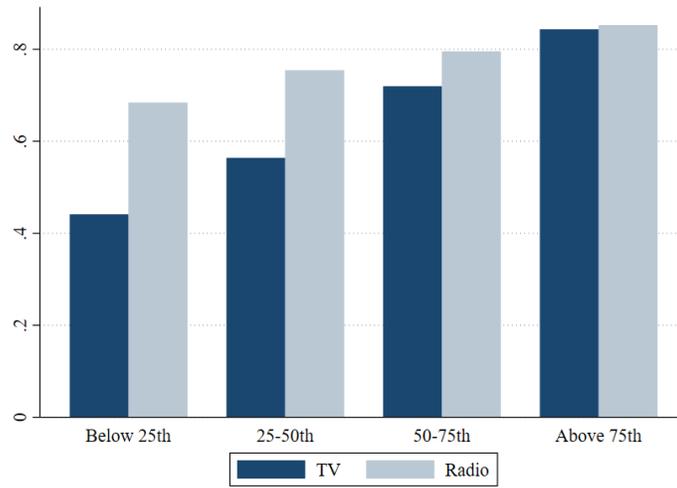


**Appendix for “Media Access and Consumption in the Civil Rights Era”**

**by Tianyi Wang**

For Online Publication

Appendix Figure A1. TV and Radio Ownership among Black Southerners  
by Family Income Percentile, 1960



Note: Based on the 1960 Census 5% microdata sample from IPUMS (Ruggles et al., 2020). The figure shows the share of southern Black individuals with TV and radio at home in 1960 across family income percentiles.

Appendix Table A1. Summary Statistics

	(1) Mean	(2) SD	(3) Min	(4) Max	(5) N
Listen to the radio regularly	0.782	0.414	0	1	618
Watch TV regularly	0.706	0.456	0	1	618
Read at least one newspaper regularly	0.691	0.462	0	1	618
Read at least one magazine regularly	0.455	0.498	0	1	618
Male	0.398	0.490	0	1	618
Age	47.016	16.430	18	105	616
Married	0.608	0.489	0	1	618
Education: grade school	0.304	0.460	0	1	618
Education: high school	0.238	0.426	0	1	618
Education: college or above	0.039	0.193	0	1	618
Income: \$1000-1999	0.238	0.426	0	1	618
Income: above \$2000	0.413	0.493	0	1	618
Regular church goer	0.508	0.500	0	1	618
Employed	0.807	0.395	0	1	618
Black neighborhood	0.785	0.411	0	1	618
Live in city or town	0.589	0.492	0	1	618

Note: Based on the Negro Political Participation Study (Matthews and Prothro, 2006). This table presents the summary statistics of the variables used in the paper.

Appendix Table A2. Determinants of Southern Black Adults' Media Consumption

	(1)	(2)	(3)	(4)
	Outcome: Respondent Regularly Consume			
	TV	Radio	Newspapers	Magazines
Male	0.126*** (0.0232) {0.003}	0.0636 (0.0377) {0.124}	0.0393 (0.0250) {0.144}	0.0278 (0.0418) {0.503}
Age	-0.000461 (0.00133) {0.760}	0.000466 (0.00208) {0.822}	-0.000328 (0.00131) {0.818}	7.52e-05 (0.00146) {0.954}
Married	0.0442 (0.0380) {0.282}	0.0302 (0.0305) {0.340}	0.0730 (0.0483) {0.174}	0.0537 (0.0493) {0.298}
Education: grade school	0.130** (0.0505) {0.034}	0.00228 (0.0580) {0.976}	0.349*** (0.0652) {0.001}	0.298*** (0.0427) {0.000}
Education: high school	0.198*** (0.0404) {0.002}	-0.0588 (0.0553) {0.313}	0.353*** (0.0541) {0.002}	0.383*** (0.0432) {0.000}
Education: college or above	0.340*** (0.0727) {0.018}	-0.0824 (0.110) {0.496}	0.444*** (0.0639) {0.000}	0.629*** (0.0590) {0.000}
Employed	0.144** (0.0525) {0.010}	0.0126 (0.0420) {0.770}	-0.0517* (0.0262) {0.091}	0.0148 (0.0395) {0.739}
Income: \$1000-1999	0.0146 (0.0318) {0.660}	0.000999 (0.0429) {0.975}	0.0281 (0.0532) {0.637}	-0.0260 (0.0447) {0.575}
Income: above \$2000	0.0354 (0.0530) {0.491}	0.0332 (0.0508) {0.538}	0.0693 (0.0459) {0.139}	0.104* (0.0552) {0.077}
Live in city or town	0.0852* (0.0464) {0.115}	0.0937*** (0.0251) {0.008}	0.151*** (0.0272) {0.006}	0.0384 (0.0742) {0.638}
Black neighborhood	-0.0432 (0.0411) {0.317}	0.0440 (0.0512) {0.433}	0.0854** (0.0366) {0.046}	-0.0171 (0.0366) {0.659}
Regular church goer	-0.00367 (0.0252) {0.888}	0.00444 (0.0275) {0.879}	0.0728* (0.0375) {0.093}	0.0532 (0.0495) {0.308}
Observations	616	616	616	616
County FE	Yes	Yes	Yes	Yes
R-squared	0.225	0.066	0.329	0.296
Mean of Dep. Var.	0.705	0.781	0.690	0.453
Std. Dev. of Dep. Var.	0.457	0.414	0.463	0.498

Note: Based on the Negro Political Participation Study (Matthews and Prothro, 2006). This table presents the estimates in Figure 3 of the paper. Each column reports estimates from a separate OLS regression. The outcome is

whether the respondent consumed each type of media (shown at the top of the column) regularly during 1961-1962. Each regression includes the set of individual socioeconomic characteristics shown in the table as well as county fixed effects. Standard errors, shown in parentheses, are clustered at the county level. P-values from the wild cluster bootstrap procedure are in curly brackets and are based on 1,000 replications. \*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$

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