

7.1 Supplementary Material 1: Table displaying circulation figures by newspaper for 2020 and the newspapers used for the quantitative analysis of Study 1.

Newspaper	TBR*	-4	-3	-2	-1	0	1	2	3	4	5	6	7
		27/1--9/2	10/2-23/2	24/2-8/3	9/3-22/3	23/3-5/4	6/4-19/4	20/4-3/5	4/5-17/5	18/5-31/5	1/6-14/6	15/6-28/6	29/6-12/6
<i>City A.M.</i>	85,738	1	1		2	1							
<i>Daily Express</i>	289,679							1					
<i>Daily Mirror</i>	441,934		2	1	6	2	1	1	21	9	2		
<i>Daily Record</i>	103,222				2	1	2	1	3				
<i>Daily Star</i>	432,909												
<i>Evening Standard</i>	787,447	1		2	4					4		3	
<i>Financial Times</i>	155,009	2	1	6	13	24	11		11	1	2	2	2
<i>i</i>	215,932			3	4		4	2	4	3	3	1	1
<i>Metro</i>	1,419,614			1					2	1		3	1
<i>The Telegraph**</i>	566,105			1	12	24	28	38	27	8	2	3	2
<i>The Guardian</i>	281,900	2	2	2	20	13	4	19	20	30	8	10	9
<i>The Independent</i>	13,908	3			7	12	8	10	4	7	1	4	2
<i>The Mail</i>	2,200,207	1	3	4	15	3	3			14	15	10	11
<i>The Sun</i>	1,206,595			1	1	8	3	4	2	5	2		1
<i>The Times</i>	359,960	1	5	11	47	17	39	26	36	11	10	8	5
		11	14	32	133	105	103	102	130	93	45	44	34

*Circulation numbers for February 2020 taken from ABC for average monthly circulation.

**Not audited by ABC from February 2020, circulation number based on January 2020