

Appendix A: Additional Figures and Tables

Appendix Table A1: Miss America Pageant Winners, 1990-2010

Pageant	Date	Winner	Winner state
Miss America 1990	September 16, 1989	Debbye Turner	Missouri
Miss America 1991	September 8, 1990	Marjorie Vincent	Illinois
Miss America 1992	September 14, 1991	Carolyn Sapp	Hawaii
Miss America 1993	Sat Sep 19, 1992	Leanza Cornett	Florida
Miss America 1994	Sat Sep 18, 1993	Kimberly Clarice Aiken	South Carolina
Miss America 1995	Sat Sep 17, 1994	Heather Whitestone	Alabama
Miss America 1996	Sat Sep 16, 1995	Shawntel Smith	Oklahoma
Miss America 1997	Sat Sep 14, 1996	Tara Dawn Holland	Kansas
Miss America 1998	Sat Sep 13, 1997	Katherine Shindle	Illinois
Miss America 1999	Sat Sep 19, 1998	Nicole Johnson	Virginia
Miss America 2000	Sat Sep 18, 1999	Heather French	Kentucky
Miss America 2001	Sat Oct 14, 2000	Angela Perez Baraquio	Hawaii
Miss America 2002	Sat Sep 22, 2001	Katie Harman	Oregon
Miss America 2003	Sat Sep 21, 2002	Erika Harold	Illinois
Miss America 2004	Sat Sep 20, 2003	Ericka Dunlap	Florida
Miss America 2005	Sat Sep 18, 2004	Deirdre Downs	Alabama
Miss America 2006	Sat Jan 21, 2006	Jennifer Berry	Oklahoma
Miss America 2007	Mon Jan 29, 2007	Lauren Nelson	Oklahoma
Miss America 2008	Sat Jan 26, 2008	Kirsten Haglund	Michigan
Miss America 2009	Sat Jan 24, 2009	Katie Stam	Indiana
Miss America 2010	Sat Jan 30, 2010	Caressa Cameron	Virginia

Appendix Table A2: Miss USA Pageant Winners, 1990-2010

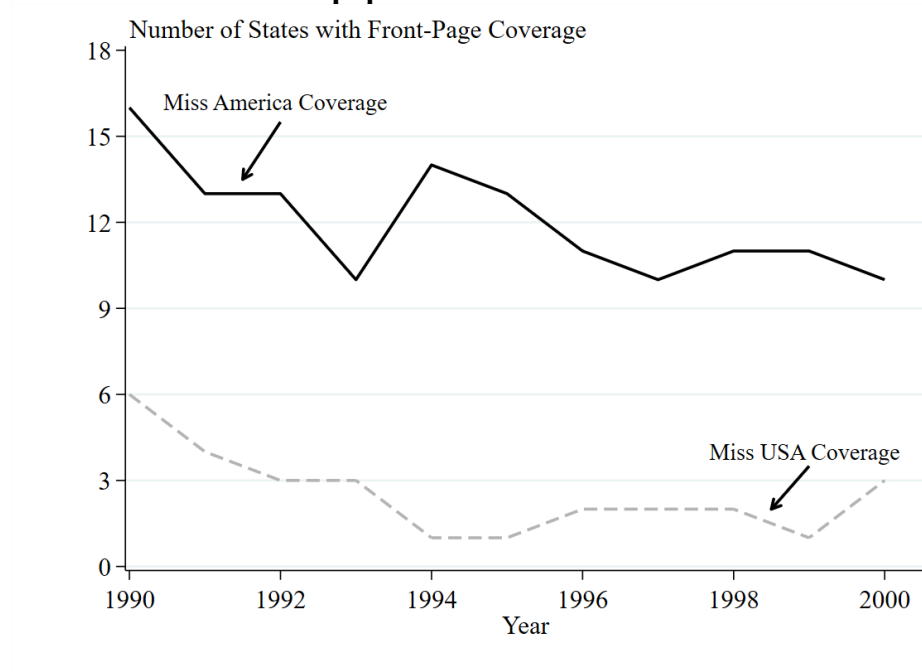
Pageant	Date	Winner	Winner state
Miss USA 1990	March 2, 1990	Carole Gist	Michigan
Miss USA 1991	February 22, 1991	Kelli McCarty	Kansas
Miss USA 1992	February 7, 1992	Shannon Marketic	California
Miss USA 1993	February 19, 1993	Kenya Moore	Michigan
Miss USA 1994	February 11, 1994	Lu Parker	South Carolina
Miss USA 1995	February 10, 1995	Chelsi Smith	Texas
Miss USA 1996	February 2, 1996	Ali Landry	Louisiana
Miss USA 1997	February 5, 1997	Brook Lee	Hawaii
Miss USA 1998	March 10, 1998	Shawnae Jebbia	Massachusetts
Miss USA 1999	February 4, 1999	Kimberly Pressler	New York
Miss USA 2000	February 4, 2000	Lynnette Cole	Tennessee
Miss USA 2001	March 2, 2001	Kandace Krueger	Texas
Miss USA 2002	March 1, 2002	Shauntay Hinton	Washington DC
Miss USA 2003	March 24, 2003	Susie Castillo	Massachusetts
Miss USA 2004	April 12, 2004	Shandi Finnessey	Missouri
Miss USA 2005	April 11, 2005	Chelsea Cooley	North Carolina
Miss USA 2006	April 21, 2006	Tara Conner	Kentucky
Miss USA 2007	March 23, 2007	Rachel Smith	Tennessee
Miss USA 2008	April 11, 2008	Crystle Stewart	Texas
Miss USA 2009	April 19, 2009	Kristen Dalton	North Carolina
Miss USA 2010	May 16, 2010	Rima Fakih	Michigan

**Appendix Table A3: State Newspaper Data
Newspapers.com 1990-2000**

State	Newspaper
Alabama	The Montgomery Advertiser
Alaska	-
Arizona	The Arizona Republic
Arkansas	The Baxter Bulletin
California	Los Angeles Times
Colorado	The Daily Sentinel
Connecticut	Hartford Courant
Delaware	The News Journal
District of Columbia	-
Florida	St. Petersburg Times
Georgia	The Atlanta Constitution
Hawaii	The Honolulu Advertiser
Idaho	South Idaho Press
Illinois	Chicago Tribune
Indiana	The Indianapolis Star
Iowa	The Des Moines Register
Kansas	The Wichita Eagle
Kentucky	The Courier-Journal
Louisiana	The Times
Maine	The Bangor Daily News
Maryland	The Baltimore Sun
Massachusetts	The Boston Globe
Michigan	Detroit Free Press
Minnesota	The Star Tribune
Mississippi	The Clarion-Ledger
Missouri	St. Louis Post-Dispatch
Montana	The Billings Gazette
Nebraska	The Lincoln Journal Star
Nevada	The Reno Gazette-Journal
New Hampshire	-
New Jersey	Courier-Post
New Mexico	Albuquerque Journal
New York	Daily News
North Carolina	The Charlotte Observer
North Dakota	The Bismark Tribune
Ohio	The Cincinnati Enquirer
Oklahoma	The Oklahoman
Oregon	Statesman Journal
Pennsylvania	Pittsburgh Post-Gazette
Rhode Island	-
South Carolina	The Greenville News
South Dakota	Argus Leader
Tennessee	The Tennessean
Texas	Fort Worth Star-Telegram
Utah	The Salt Lake Tribune
Vermont	The Burlington Free Press
Virginia	Daily Press
Washington	The Spokesman-Review
West Virginia	-
Wisconsin	Wisconsin State Journal
Wyoming	Casper Star-Tribune

Appendix B: Pageant Exposure

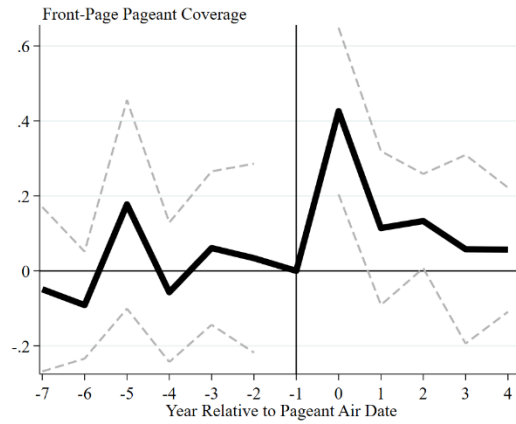
**Appendix Figure B1: Number of States with Front-Page Newspaper Coverage of Miss America and Miss USA
Newspaper Archives 1990-2000**



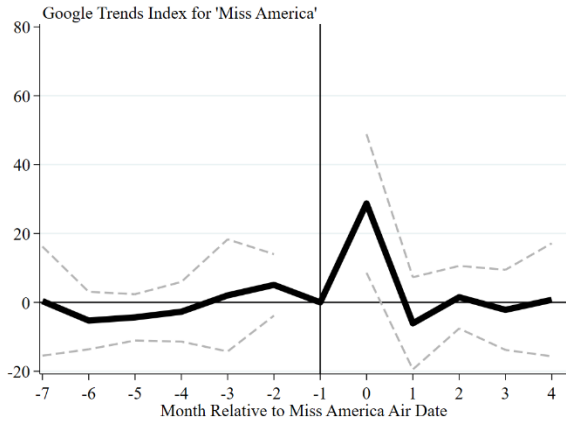
Source: Newspaper.com archives of newspapers from 1990-2000

Note: The dark solid line indicates the number of states with front-page newspaper coverage of Miss America, while the lighter grey dashed line shows the number of states with front-page newspaper coverage of Miss USA.

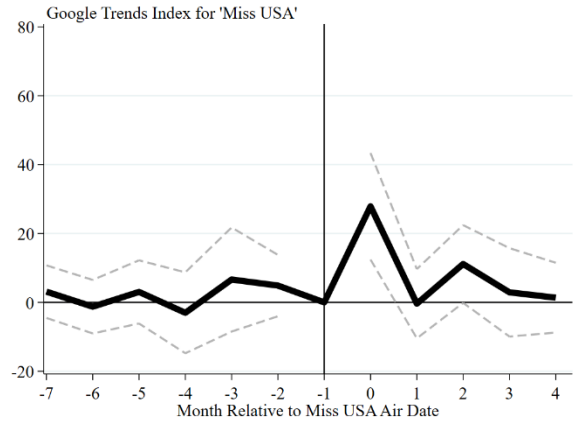
Appendix Figure B2: Home-State Pageant Winners Increased Pageant Exposure in Models Excluding State-Specific Linear Time Trends



(A)



(B)



(C)

Source: Newspapers.com archives of newspapers from 1990-2000; Google Trends 2004-2010

Note: The dependent variable in Panel (A) is an indicator for whether the state newspaper had front-page coverage of the Miss America or Miss USA in a given year. The dependent variable in Panel (B) is Google Trends Index for the term ‘Miss America’ and in Panel (C) for the term ‘Miss USA.’ The independent variables of interest – shown with the dark solid line – are indicators from being j periods away from the state winning the beauty pageant. The lighter dashed grey lines denote 95 percent confidence intervals where the standard errors are clustered at the state level. The regressions in Panels (A), (B), and (C) include the full set of controls from equation (2) but exclude the state-specific linear time trends.

**Appendix Table B1: Home-State Winners Increased
Pageant-Related Newspaper Coverage including Pictures**

Outcome →	(1)	(2)	(3)	(4)
	Front-Page Coverage of Miss America with Picture	Front-Page Coverage of Miss USA With Picture	Front-Page Coverage of Miss America Without Picture	Front-Page Coverage of Miss USA Without Picture
Panel A: Any Winner				
Home-State Pageant Winner	0.358*** (0.105)	0.143 (0.087)	-0.085 (0.094)	0.228** (0.094)
Mean of Outcome	0.105	0.028	0.156	0.028
R ²	0.486	0.397	0.448	0.383
Observations	506	506	506	506
Panel B: Pageant Type				
Home-State Miss America Winner	0.652*** (0.169)	-0.021 (0.019)	-0.074 (0.138)	0.072 (0.066)
Home-State Miss USA Winner	0.043 (0.055)	0.318* (0.166)	-0.097 (0.091)	0.394** (0.167)
Mean of Outcome	0.105	0.028	0.156	0.028
R ²	0.521	0.435	0.448	0.383
Observations	506	506	506	506

Source: Newspapers.com archives of newspapers from 1990-2000, Google Trends 2004-2010.

Note: The dependent variable in column 1 is an indicator for whether the largest available state-specific newspaper had front-page coverage of the Miss America pageant during the two days following the competition that included a picture, while the dependent variable in column 2 is an indicator for front-page coverage of the Miss USA pageant that included a picture. The dependent variable in column 3 is an indicator for whether the largest available state-specific newspaper had front-page coverage of the Miss America pageant during the two days following the competition that did not include a picture, while the dependent variable in column 4 is an indicator for front-page coverage of the Miss USA pageant that did not include a picture. The regressions also include the monthly unemployment rate, whether the state had adopted a Commonsense Consumption Act, the real value of cigarette taxes, the natural log of real state product per capita, the share of women in a state living in poverty, the share of the state comprised of pageant-aged women, and the share of non-white women. Standard errors, shown in parentheses, are clustered at the state level. For the list of newspapers used to generate these data, see Appendix Table A3.

*** p < 0.01, ** p < 0.05, * p < 0.10

**Appendix Table B2: Miss America Drove Miss America Coverage and
Miss USA Drove Miss USA Coverage
Newspaper Archives 1990-2000**

	(1)	(2)
Outcome →	Front-Page Miss America Coverage	Front-Page Miss USA Coverage
Home-State Miss America Winner	0.585*** (0.147)	0.047 (0.069)
Home-State Miss America Runner-Up	0.266* (0.156)	-0.095 (0.078)
Home-State Miss America 2 nd Runner-Up	-0.137 (0.167)	-0.040 (0.025)
Home-State Miss USA Winner	-0.046 (0.102)	0.733*** (0.137)
Home-State Miss USA Runner-Up	0.206 (0.130)	0.108 (0.115)
Home-State Miss USA 2 nd Runner-Up	0.085 (0.080)	0.050 (0.086)
R ²	0.545	0.526
Observations	506	506

Source: Newspapers.com archives of newspapers from 1990-2000.

Note: The dependent variable in column 1 is an indicator for whether the largest available state-specific newspaper had front-page coverage of the Miss America pageant during the two days following the competition, while the dependent variable in column 2 is an indicator for front-page coverage of the Miss USA pageant. The independent variables of interest are indicators for whether the pageant winner, runner-up, or second runner-up were from the state for both the Miss America and Miss USA pageant. Both columns use the full set of controls from equation (1). Standard errors, shown in parentheses, are clustered at the state level. For the list of newspapers used to generate these data, see Appendix Table A3.

*** p < 0.01, ** p < 0.05, * p < 0.10

Appendix Table B3: Google Trends Data Was Inconclusive About State Pageant Performance and Alternative Search Terms
Google Trends 2004-2010

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Outcome →	Exercise	Diet	Fat	Obese	Skinny	Botox	Plastic Surgery	Lipo
Home-State Pageant Winner	1.333 (1.237)	-1.100 (0.996)	-0.058 (1.262)	2.057 (1.738)	-0.874 (1.950)	3.604** (1.612)	-0.289 (1.404)	0.324 (2.125)
Mean	55.938	52.456	69.875	29.522	46.780	34.975	44.486	27.075
R ²	0.579	0.662	0.537	0.348	0.642	0.378	0.445	0.471
Observations	4,284	4,284	4,284	4,284	4,284	4,284	4,284	4,284

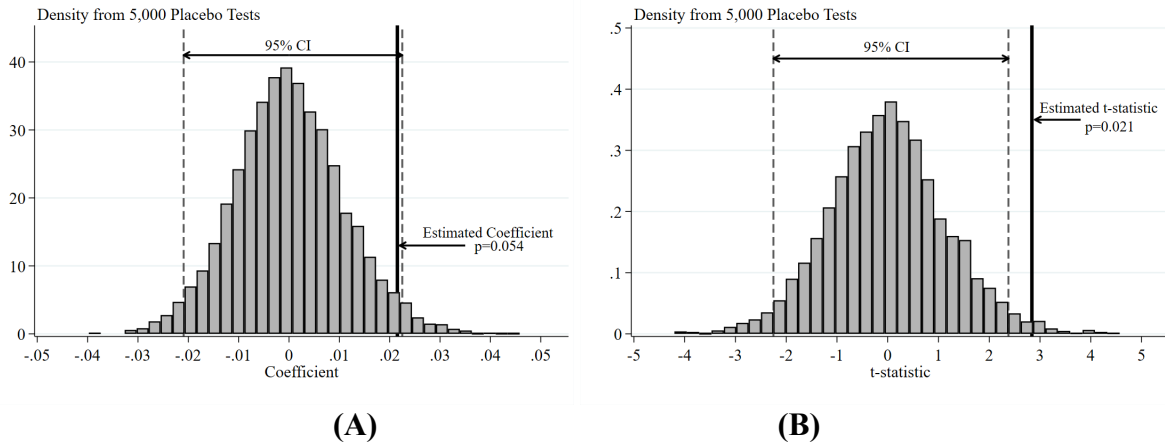
Source: Google Trends 2004-2010

Note: The dependent variable in column 1 is the Google Trends index for the term ‘exercise,’ in column 2 the term ‘diet,’ in column 3 the term ‘fat,’ in column 4 the term ‘obese,’ in column 5 the term ‘skinny,’ in column 6 the term ‘botox,’ in column 7 the phrase ‘plastic surgery,’ and in column 8 the term ‘lipo.’ The independent variable of interest is an indicator for whether the state was home to the reigning Miss America or Miss USA. The regressions use the full set of controls from equation (1). Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

Appendix C: BRFSS Estimates

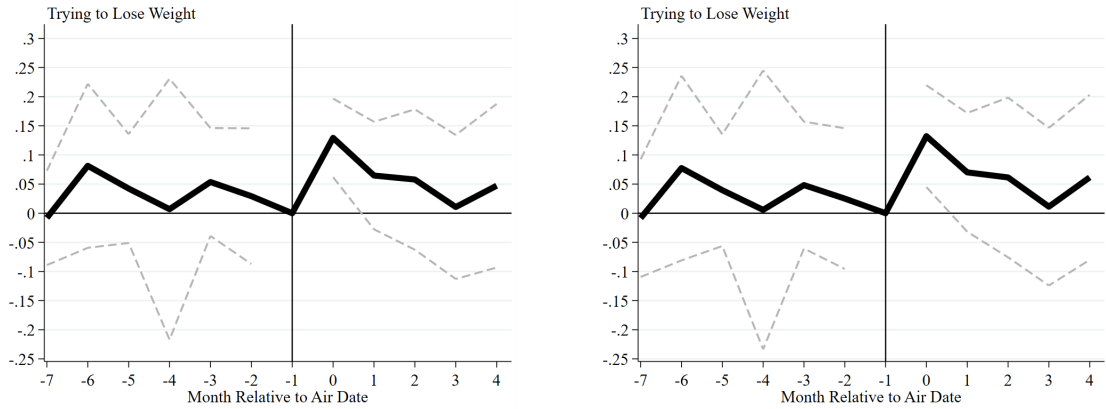
**Appendix Figure C1: The Estimated Coefficient and Test Statistic for Young Women Trying to Lose Weight Are Larger Than Expected from Chance
BRFSS 1991-2003, 2005**



Source: Behavioral Risk Factor Surveillance System 1991-2003, 2005

Note: Panel A depicts the distribution of placebo coefficients obtained from randomly assigning the Miss America and Miss USA pageant winners 5,000 times and estimating equation (3). Panel B depicts the distribution of cluster-robust t-statistics obtained from this same process. The solid black line in Panel A denotes the estimated coefficient from using actual treatment status, while the solid line in Panel B shows the estimated t-statistic from using actual treatment status.

Appendix Figure C2: The BRFSS Event Study Pattern is Robust to Alternative Specifications
BRFSS 1991-2003, 2005



(A)

(B)

Source: Behavioral Risk Factor Surveillance System 1991-2003, 2005

Note: The dependent variable is an indicator for whether the respondent reported trying to lose weight. The independent variables of interest are indicators for being j periods away from a national beauty pageant. The sample is limited to 18-28-year-old women, and the specification uses the full set of controls from equation (4). Panel A excludes the state-specific linear time trends, while Panel B replaces them with state-by-year fixed effects. The solid black line plots the coefficient, while the grey dashed lines indicate 95 percent confidence intervals when clustering standard errors at the state level. Estimates utilize the sample weights.

**Appendix Table C1: The Home-State Pageant Winner-Weight Loss
Relationship is Robust to Alternative Specifications
BRFSS 1991-2003, 2005**

Specification →	(1)	(2)	(3)	(4)
	Year-by- Month Fixed Effects	Additional Pageant Placements	Distinguishing Pageants	Limiting Sample to Ever Treated States
Home-State Pageant Winner	0.022*** (0.008)	0.022*** (0.008)		0.020** (0.008)
Home-State Pageant Runner-Up		-0.011 (0.010)		
Home-State Pageant 2 nd Runner-Up		0.003 (0.009)		
Miss America Winner			0.026** (0.010)	
Miss USA Winner			0.016* (0.009)	
R ²	0.017	0.017	0.014	0.016
Observations	94,271	94,271	94,271	44,134

Source: Behavioral Risk Factor Surveillance System 1991-2003, 2005

Note: The dependent variable is an indicator for whether the respondent reported trying to lose weight. Each column is a separate regression and includes the full set of controls from equation (3). Column 1 replaces the month and year fixed effects with year-by-month fixed effects, column 2 controls for whether the state was home to the runner-up or second runner-up of either pageant, column 3 separates out Miss America and Miss USA, and column 4 estimates the baseline model but limits the sample to observations from states which ever won a pageant. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

**Appendix Table C2: Effects of Home-State Pageant Winners
on the Likelihood that Young Women Reported Trying to
Lose Weight by Race of the Respondent and Contestant
BRFSS 1991-2003, 2005**

	(1)	(2)
Sample →	White Women	Non-White Women
White Home-State Pageant Winner	0.017 (0.016)	0.024 (0.019)
Non-White Home-State Pageant Winner	0.012 (0.017)	0.049** (0.022)
Mean	0.444	0.449
R ²	0.016	0.023
Observations	67,838	26,433

Source: Behavioral Risk Factor Surveillance System 1991-2003, 2005

Note: The dependent variable is an indicator for whether the respondent reported trying to lose weight. The independent variable of interest is an indicator for whether the respondent was from the same state as the reigning Miss America or Miss USA. Estimates utilize the sample weights. The regressions include the full set of controls from Response Table 6. Column 1 limits the sample to white women and column 2 to non-white women. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

**Appendix Table C3: The Relationship between Home-State Pageant Performance and the Likelihood That Pageant-Aged Women Reported Trying to Lose Weight Was Most Pronounced in the South and Midwest
BRFSS 1991-2003, 2005**

	(1)	(2)	(3)	(4)
Sample Region →	Northeast	South	Midwest	West
Home-State Pageant Winner	0.002 (0.047)	0.022 (0.014)	0.011 (0.015)	0.004 (0.029)
Mean	0.437	0.449	0.459	0.433
R ²	0.024	0.016	0.017	0.021
Observations	15,791	35,068	20,477	22,935

Source: Behavioral Risk Factor Surveillance System 1991-2003, 2005

Note: The dependent variable is an indicator for whether the respondent reported trying to lose weight. The independent variable of interest is an indicator for whether the respondent was from the same state as the reigning Miss America or Miss USA. Each column is a separate regression. All columns include the full set of controls from equation (3). The sample in column 1 is young women in northeastern states, in column 2 in southern states, in column 3 in midwestern states, and in column 4 in western states. Estimates utilize the sample weights. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

**Appendix Table C4: The Relationship between Home State Pageant Winners and
the Likelihood That Pageant-Aged Women Were Trying to Lose
Weight Appears Driven by Heavier Women
BRFSS 1991-2003, 2005**

	(1)	(2)	(3)
Sample →	Women 18-28 BMI < 18.5	Women 18-28 18.5 ≤ BMI < 25	Women 18-28 BMI ≥ 25
Home-State Pageant Winner	0.003 (0.019)	-0.009 (0.014)	0.023 (0.014)
Mean	0.043	0.316	0.720
R ²	0.066	0.016	0.020
Observations	4,172	48,825	31,568

Source: Behavioral Risk Factor Surveillance System 1991-2003, 2005

Note: The dependent variable is an indicator for whether the respondent reported trying to lose weight. The independent variable of interest is an indicator for whether the respondent was from the same state as the reigning Miss America or Miss USA. Each column is a separate regression. All columns include the full set of controls from equation (3). The sample in column 1 is young women with a BMI below 18.5, in column 2 young women with a BMI between 18.5 and 25, and in column 3 young women with a BMI of at least 25. Estimates utilize the sample weights. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

**Appendix Table C5: Home-State Pageant Performance Was
Inconclusively Related to Pageant-Aged Women's BMI
BRFSS 1991-2003, 2005**

	(1)	(2)	(3)
Outcome →	BMI < 18.5	18.5 ≤ BMI < 25	BMI ≥ 25
Home-State Pageant Winner	-0.003 (0.004)	-0.004 (0.007)	0.007 (0.008)
Mean	0.050	0.563	0.387
R ²	0.010	0.063	0.079
Observations	223,586	223,586	223,586

Source: Behavioral Risk Factor Surveillance System 1991-2003, 2005

Note: The dependent variable in column 1 is an indicator for whether the woman had a BMI under 18.5, in column 2 a BMI between 18.5 and 25, and in column 3 a BMI of at least 25. The independent variable of interest is an indicator for whether the respondent was from the same state as the reigning Miss America or Miss USA. Each column is a separate regression. All columns include the full set of controls from equation (3). The sample is all pageant-aged women. Estimates utilize the sample weights. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

**Appendix Table C6: Recent Home-State Pageant Winners Harmed
Young Women’s Mental Health
BRFSS 1991-2003, 2005**

Outcome →	(1)	(2)	(3)	(4)
	IHS(Poor Mental Health Days)			
Home-State Pageant Winner	0.037 (0.030)			
Home-State Pageant Winner within Last 30 Days		0.170*** (0.055)		
Home-State Pageant Winner within Last 60 Days			0.077 (0.058)	
Home-State Pageant Winner within Last 90 Days				0.069 (0.053)
Mean	4.522	4.522	4.522	4.522
R ²	0.030	0.030	0.030	0.030
Observations	224,101	224,101	224,101	224,101

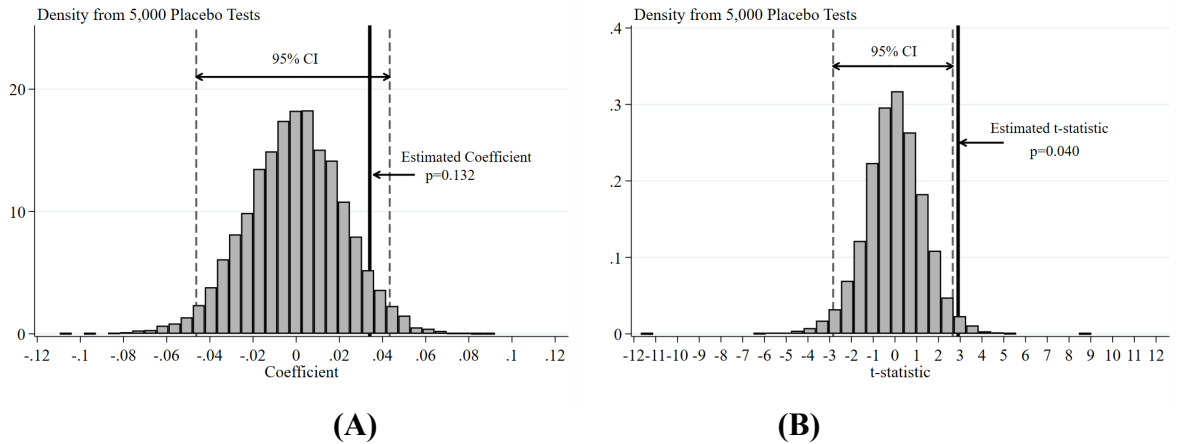
Source: Behavioral Risk Factor Surveillance System 1991-2003, 2005

Note: The dependent variable is the inverse hyperbolic sine of the number of reported poor mental health days. The independent variable in column 1 is an indicator for whether the respondent resided in the same state as the reigning Miss America or Miss USA. The independent variable in column 2 is an indicator that only takes on the value of 1 for a home-state pageant win during the first 30 days after the pageant, in column 3 the first 60 days, and in column 4 the first 90 days. All regressions include the full set of controls from equation (3). Estimates utilize the sample weights. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

Appendix D: YRBS Estimates

**Figure D1: The Estimated Coefficient and Test Statistic for Teen Girls Exercising to Lose Weight Are Larger Than Expected from Chance
YRBS 1991-2009**



Source: Youth Risk Behavior Survey 1991-2009

Note: Panel A depicts the distribution of placebo coefficients obtained from randomly assigning the Miss America and Miss USA pageant winners 5,000 times and estimating equation (3). Panel B depicts the distribution of cluster-robust t-statistics obtained from this same process. The solid black line in Panel A denotes the estimated coefficient from using actual treatment status, while the solid line in Panel B shows the estimated t-statistic from using actual treatment status.

**Appendix Table D1: Home-State Pageant Performance Was Unrelated to Teen Girls' BMIs
YRBS 1999-2009**

	(1)	(2)	(3)	(4)
Outcome →	Underweight	Recommended Weight	Overweight or Obese	BMI
Home-State Pageant Winner	-0.008 (0.005)	0.021 (0.019)	-0.014 (0.021)	-0.038 (0.208)
Mean	0.017	0.740	0.234	22.750
R ²	0.009	0.031	0.027	0.057
Observations	40,583	40,583	40,583	40,583

Source: Youth Risk Behavior Survey 1999-2009

Note: The dependent variable in column 1 is an indicator for whether the teen girl was classified as underweight, in column 2 for being in the recommended region, and in column 3 for being overweight or obese. The dependent variable in column 4 is the teen girls BMI. The independent variable of interest is an indicator for whether the respondent resided in the same state as the reigning Miss America or Miss USA. The regressions include individual demographic controls, state-level time-varying characteristics, state fixed effects, time fixed effects, and state-specific linear time trends. The estimates utilize the sample weights. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

Response Table D2: Non-Overweight or Obese Teen Girls from States Winning National Beauty Pageants Were More Likely to Report Exercising to Lose Weight YRBS 1999-2009

	(1)	(2)
Sample →	Non-Overweight or Obese Teen Girls	Overweight or Obese Teen Girls
Home-State Pageant Winner	0.072*** (0.021)	-0.016 (0.035)
Mean	0.652	0.779
R ²	0.045	0.051
Observations	29,670	10,924

Source: Youth Risk Behavior Survey 1999-2009

Note: The dependent variable is an indicator for whether the teen girl reported exercising to lose weight. The sample in column 1 includes non-overweight or obese teen girls. The sample in column 2 includes overweight or obese teen girls. The regressions use the controls from Response Table 3. The estimates utilize the sample weights. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

**Appendix Table D3: Effects of Home-State Pageant Winners on the Likelihood that Teen Girls' Weight-Related Behaviors by Race of the Respondent and Contestant
YRBS 1991-2009**

	(1)	(2)
Outcome →	White	Non-White
Panel A: Exercised to Lose Weight		
White Home-State Pageant Winner	0.021 (0.029)	0.000 (0.022)
Non-White Home-State Pageant Winner	0.061** (0.025)	0.049** (0.020)
Panel B: Any Calorie-Limiting Behavior		
White Home-State Pageant Winner	0.012 (0.034)	0.047 (0.028)
Non-White Home-State Pageant Winner	0.040 (0.044)	0.200*** (0.034)

Source: National Youth Risk Behavior Survey 1991-2009

Note: The dependent variable in Panel A is an indicator for whether the respondent reported exercising to lose or keep from gaining weight. The dependent variable in Panel B is an indicator for whether the teen reported engaging in any risky calorie-limiting weight-loss behavior. The independent variable of interest is an indicator for whether the respondent resided in the same state as the reigning Miss America or Miss USA. The regressions include the full set of controls from equation (3). Column 1 examines white girls while column 2 examines non-white girls. Estimates utilize the sample weights. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

Appendix Table D4: Home State Pageant Performance and the Likelihood that Teen Girls Exercised for Weight Management is Robust to Alternative Specifications
YRBS 1991-2009

	(1)	(2)	(3)	(4)	(5)
Specification →	Additional Pageant Performance	Pageant Leads and Lags	Excluding State-Specific LTT	Replace State-Specific LTT w/ Census Region-by-Year FE	Replace State-Specific LTT with Census Division-by-Year FE
Home-State Pageant Winner	0.033*** (0.012)	0.038*** (0.012)	0.035*** (0.012)	0.034** (0.015)	0.024* (0.014)
Home-State Pageant Runner-Up	-0.002 (0.011)				
Home-State Pageant 2 nd Runner-Up	-0.015 (0.014)				
Home-State Pageant Winner in 2 Years		-0.000 (0.008)			
Home-State Pageant Winner Next Year		0.013 (0.023)			
Home-State Pageant Winner Last Year		-0.003 (0.015)			
Home-State Pageant Winner 2 Years Ago		0.009 (0.010)			
Mean	0.610	0.610	0.610	0.610	0.610
R ²	0.087	0.087	0.084	0.085	0.088
Observations	69,655	69,655	69,655	69,655	69,655

Source: National Youth Risk Behavior Survey 1991-2009

Note: The dependent variable is an indicator for whether the respondent reported exercising to lose or keep from gaining weight. The independent variable of interest is an indicator for whether the respondent resided in the same state as the reigning Miss America or Miss USA (as of June 1st of that year). The regressions include the full set of controls from equation (3). Column 1 also controls for home-state second- and third-place finishers, while column 2 includes indicators for whether the respondent lived in a state which had won a pageant during the prior two years or would go onto win a pageant during the following two years. Column 3 excludes the state-specific linear time trends, column 4 replaces these trends with census region-by-year fixed effects, and column 5 replaces the trends with census division-by-year fixed effects. Estimates utilize the sample weights. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

**Appendix Table D5: States with Observations on Exercise for Weight Management
YRBS 1991-2009**

	1991	1993	1995	1997	1999	2001	2003	2005	2007	2009
Alabama		Y	Y	Y	Y	Y	Y		Y	Y
Alaska										
Arizona		Y		Y	Y	Y	Y	Y	Y	Y
Arkansas		Y	Y	Y			Y		Y	Y
California	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Colorado	Y	Y	Y	Y		Y				Y
Connecticut			Y	Y				Y		
Delaware			Y				Y			
District of Columbia			Y							
Florida	Y		Y	Y	Y	Y	Y	Y	Y	Y
Georgia	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Hawaii					Y					Y
Idaho						Y		Y		
Illinois	Y	Y	Y		Y	Y	Y	Y	Y	Y
Indiana	Y					Y	Y	Y	Y	
Iowa			Y	Y				Y	Y	
Kansas		Y		Y			Y	Y		Y
Kentucky			Y					Y	Y	
Louisiana			Y	Y	Y		Y	Y		Y
Maine		Y	Y	Y	Y	Y	Y			
Maryland	Y	Y		Y			Y			
Massachusetts		Y	Y	Y		Y	Y	Y	Y	
Michigan	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Minnesota		Y						Y		Y
Mississippi	Y	Y	Y	Y	Y	Y			Y	
Missouri	Y	Y	Y		Y	Y	Y	Y	Y	Y
Montana						Y				
Nebraska		Y								
Nevada						Y				Y
New Hampshire	Y									
New Jersey	Y			Y	Y	Y	Y	Y	Y	Y
New Mexico	Y	Y		Y		Y	Y		Y	Y
New York	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
North Carolina		Y	Y	Y	Y	Y		Y	Y	
North Dakota										
Ohio	Y	Y	Y	Y	Y	Y	Y	Y		
Oklahoma				Y		Y		Y	Y	
Oregon		Y				Y		Y		Y
Pennsylvania	Y	Y	Y	Y	Y		Y	Y	Y	Y
Rhode Island					Y					
South Carolina	Y	Y		Y	Y		Y	Y		
South Dakota	Y						Y			
Tennessee		Y		Y	Y	Y		Y	Y	
Texas	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Utah							Y	Y	Y	
Vermont	Y						Y			
Virginia	Y		Y		Y		Y	Y	Y	Y
Washington	Y	Y	Y	Y		Y		Y		Y

West Virginia		Y				Y		Y	Y	Y
Wisconsin				Y	Y	Y	Y	Y	Y	Y
Wyoming										

Note: Bolded boxes shaded in gray are winning states.

**Appendix Table D6: Teen Girls with Home-State Pageant Winners Were More Likely to View Themselves as Heavier than Their BMIs and Report Exercising to Lose Weight
YRBS 1991-2009**

	(1)	(2)	(3)
Outcome →	Exercised	Exercised and Held Too Harsh a View Of Body Relative to BMI	Exercised and Did Not Hold Too Harsh a View Of Body Relative to BMI
Home-State Pageant Winner	0.033*** (0.012)	0.035* (0.019)	0.018 (0.011)
Mean	0.610	0.152	0.533
R ²	0.087	0.024	0.015
Observations	69,655	40,416	40,416

Source: National Youth Risk Behavior Survey 1991-2009

Note: The dependent variable in column 1 is an indicator for whether the respondent reported exercising to lose or keep from gaining weight, in column 2 whether the respondent reported exercising to lose weight and held too harsh a view of her body relative to her BMI, and in column 3 whether the respondent reported exercising to lose weight but did not hold too harsh of view of her body relative to her BMI. The independent variable of interest is an indicator for whether the respondent resided in the same state as the reigning Miss America or Miss USA. The regressions include the full set of controls from equation (3). Estimates utilize the sample weights. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

**Appendix Table D7: Home-State National Beauty Pageant Performance
Was Inconclusively Related to Adolescent Mental Health
YRBS 1991-2009**

	(1)	(2)
Outcome →	Considered Suicide	Attempted Suicide
Home-State Pageant Winner	0.005 (0.016)	-0.003 (0.012)
Mean	0.247	0.106
R ²	0.029	0.021
Observations	69,496	63,713

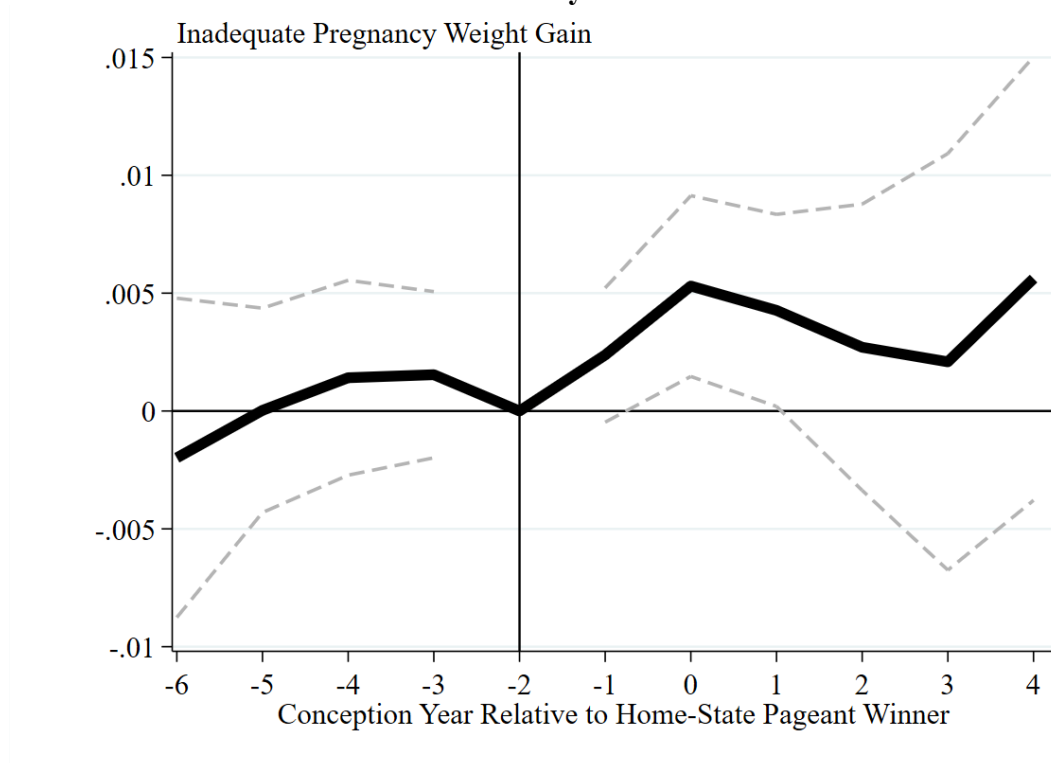
Source: State Youth Risk Behavior Survey 1991-2009

Note: The dependent variable in column 1 is an indicator for whether the respondent reported that she had seriously considered suicide. The dependent variable in column 2 is an indicator for whether the respondent reported that she had attempted suicide. The independent variable of interest is an indicator for whether the respondent resided in the same state as the reigning Miss America or Miss USA. The regressions include the full set of controls from equation (3). Panel A examines adolescent girls who held too harsh of views of their bodies. The sample is adolescent girls. Estimates utilize the sample weights. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10

Appendix E: Natality Estimates

Figure E1: The Increase in the Likelihood of Inadequate Pregnancy Weight Gain Was Limited to the Post-Pageant Period
NCHS Natality Data 1990-2002



Source: National Center for Health Statistics 1990-2002

Note: The solid black line denotes the coefficients obtained from estimating equation (4), and the grey dashed lines denote 95 percent confidence intervals. The dependent variable is an indicator for whether the mother gained less than the recommended 25-35 pounds during pregnancy. The independent variables of interest are indicators for conception year relative to a home-state pageant win. The regression uses the full set of controls from equation (4). The sample uses data from birth certificates where the mother was at most 28-years-old. Standard errors are clustered at the state level.

Appendix Table E1: The Relationship between Home-State Pageant Winners and Gestational Weight Gain is Robust to Alternative Specifications
NCHS 1990-2002

	(1)	(2)	(3)	(4)	(5)	(6)
	Other Home-State Performance	Birth Month and Year FE	Excluding State-Specific LTT	Exposure throughout Pregnancy	IHS(Weight Gain)	Weight Gain < 15 Pounds
Home-State Pageant Winner	0.00361*** (0.00129)	0.00313** (0.00141)	0.00317* (0.00166)		-0.00467* (0.00245)	0.00212*** (0.00065)
Home-State Pageant Runner-Up	-0.00078 (0.00101)					
Home-State Pageant 2 nd Runner-Up	-0.00101 (0.00244)					
HSPW at Start of 1 st Trimester				0.00249* (0.00147)		
HSPW at Start of 2 nd Trimester				0.00175** (0.00076)		
HSPW at Start of 3 rd Trimester				0.00005 (0.00154)		
HSPW at Birth				0.00001 (0.00146)		
Mean	0.299	0.299	0.299	0.299	31.14	0.089
R ²	0.020	0.020	0.019	0.020	0.019	0.014
Observations	22,270,146	22,270,146	22,270,146	22,270,146	22,270,146	22,270,146

Source: National Center for Health Statistics 1990-2002

Note: The dependent variable in columns 1-4 is an indicator for gaining less than the recommended 25-35 pounds during pregnancy. The dependent variable in column 5 is the inverse hyperbolic sine of pregnancy weight gain, and the dependent variable in column 6 is an indicator for gaining less than 15 pounds during pregnancy. The regressions include the full set of controls from equation (3). whether the respondent resided in the same state as the reigning Miss America or Miss USA. Column 1 also controls for home-state first and second runner-up finishers. Column 2 replaces the conception year and month fixed effects with birth year and month fixed effects. Column 3 drops the state-specific linear time trends. Column 4 allows the relationship to vary throughout gestation by including indicators for having a home-state pageant winner at conception, the start of the second trimester, the start of the third trimester, and at birth. The sample uses data from birth certificates where the mother was at most 28-years-old. Standard errors, shown in parentheses, are clustered at the state level.

*** p < 0.01, ** p < 0.05, * p < 0.10