

**Figure 1**

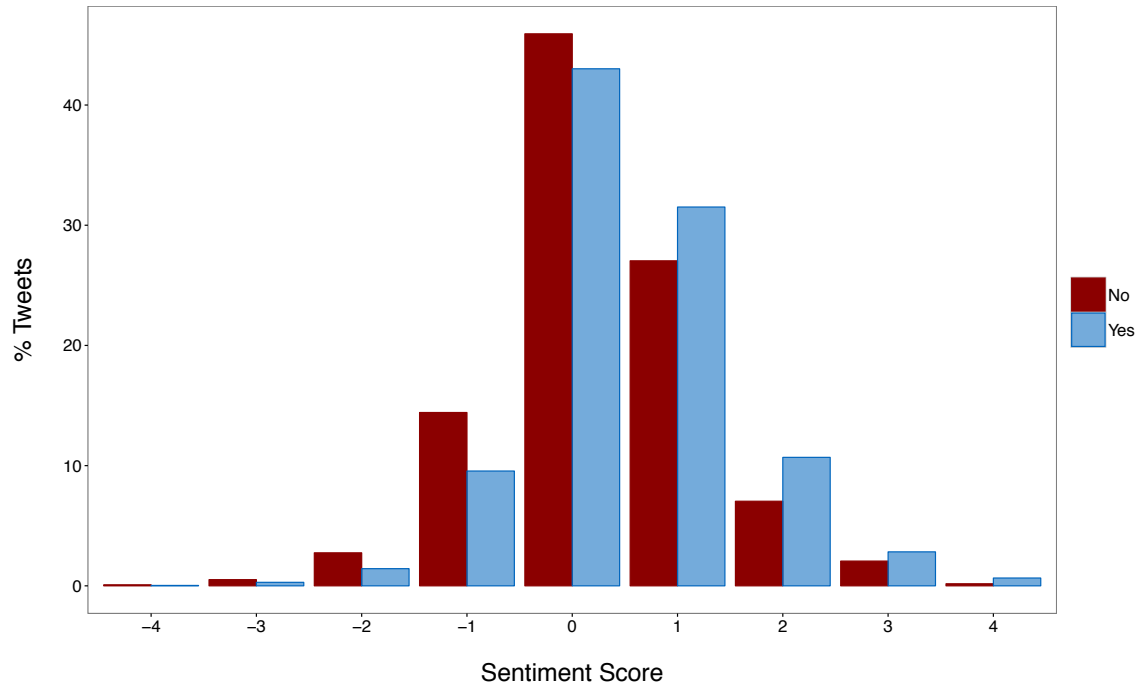


Figure 2

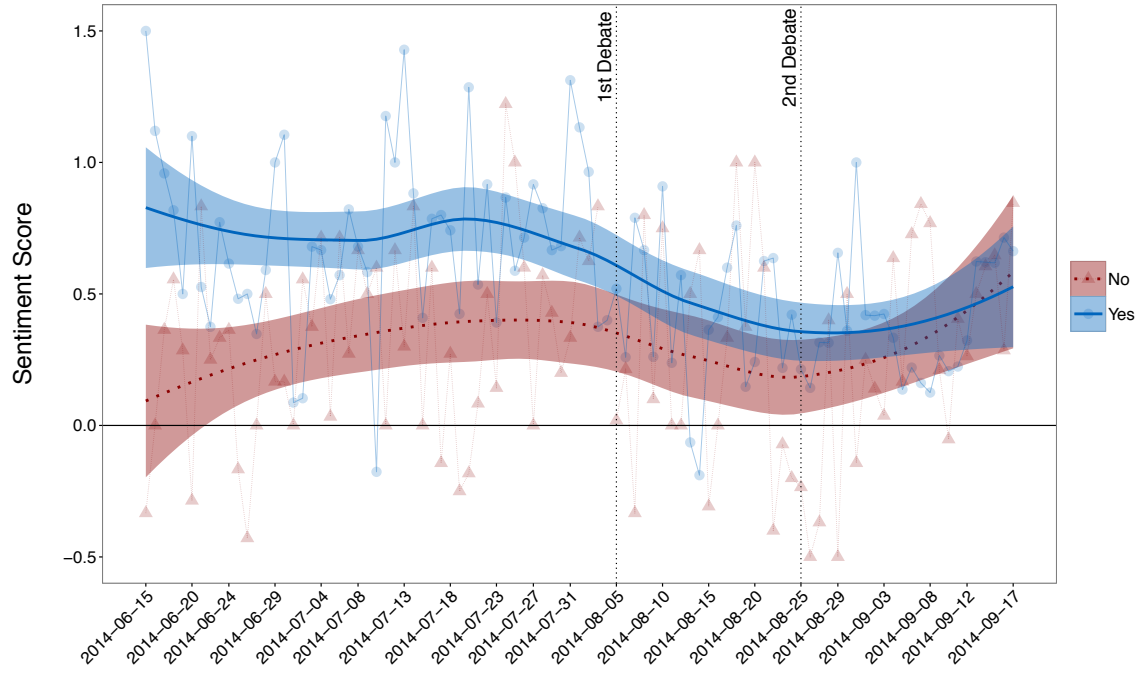


Figure 3

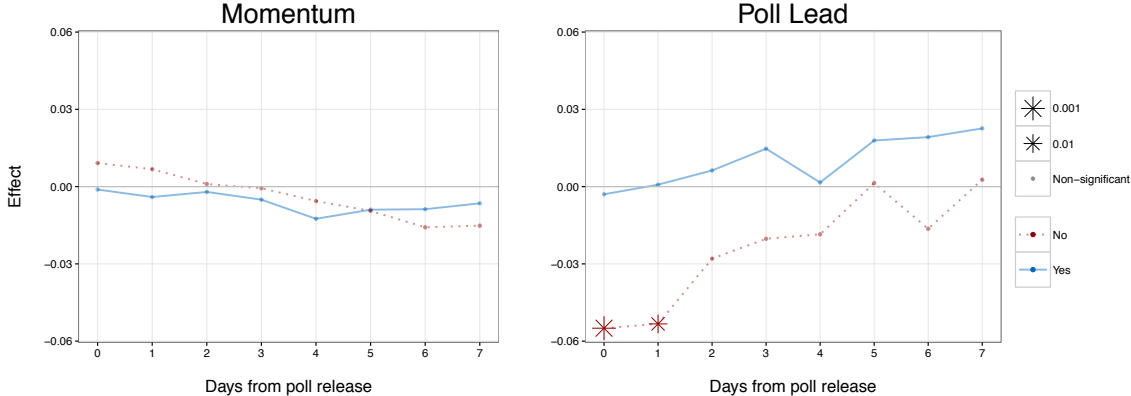
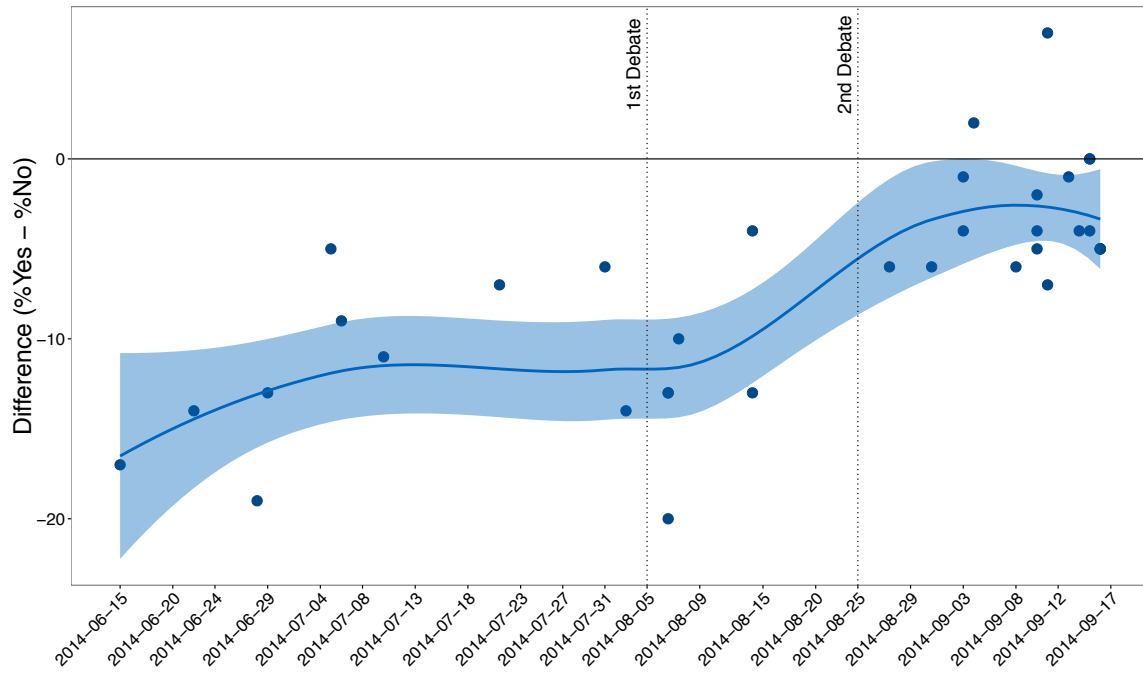


Figure 4



**Table 1**

	Sentiment Score (Daily Average)					
	YES Campaign			NO Campaign		
Poll Lead	0.003 (0.01)		-0.01 (0.01)	-0.04** (0.01)		-0.05** (0.02)
Momentum		-0.001 (0.01)	-0.001 (0.01)		-0.01 (0.01)	0.01 (0.01)
Post-debate 1			-0.31* (0.15)			0.08 (0.19)
Post-debate 2			-0.38* (0.18)			-0.20 (0.24)
Poll Day	0.14 (0.07)	0.15* (0.07)	0.15* (0.07)	0.03 (0.09)	0.09 (0.10)	0.03 (0.10)
Sentiment Score <sub>t-1</sub>	0.20* (0.10)	0.20* (0.10)	0.13 (0.10)	0.005 (0.10)	0.08 (0.10)	-0.05 (0.11)
Days to Referendum	0.003** (0.001)	0.003** (0.001)	-0.002 (0.003)	0.0002 (0.002)	0.001 (0.002)	-0.002 (0.004)
Constant	0.27*** (0.08)	0.27** (0.08)	0.74** (0.22)	0.29** (0.10)	0.23* (0.10)	0.45 (0.28)
N	94	94	94	94	94	94
R <sup>2</sup>	0.18	0.18	0.23	0.11	0.03	0.15

\*p < .05; \*\*p < .01; \*\*\*p < .001