

**S1 Table. Descriptive Statistics of the Datasets Employed.**

|                                    | Mean/P. | S.D.   | Min | Max   | N    |
|------------------------------------|---------|--------|-----|-------|------|
| Detected Facebook users            |         |        |     |       |      |
| Age (predicted)                    | .59     | .49    | 0   | 1     | 4379 |
| Gender: Male (ref. Female)         | 41.0    | 19.2   | 0   | 95    | 4379 |
| Remain fans (ref. Leave fans)      | .57     | .49    | 0   | 1     | 9780 |
| Farage fans                        | .14     | .35    | 0   | 1     | 4379 |
| Corbyn                             | .15     | .35    | 0   | 1     | 4379 |
| Cameron                            | .15     | .36    | 0   | 1     | 4379 |
| Johnson                            | .13     | .34    | 0   | 1     | 4379 |
| UKIP                               | .12     | .33    | 0   | 1     | 4379 |
| Tories                             | .16     | .36    | 0   | 1     | 4379 |
| Labour                             | .14     | .35    | 0   | 1     | 4379 |
| Facebook posts                     |         |        |     |       |      |
| Likes count                        | 4522.6  | 4799.4 | 58  | 20516 | 56   |
| Shares count                       | 1342.7  | 1974.7 | 0   | 10241 | 56   |
| Comments count                     | 879.9   | 1910.2 | 13  | 14271 | 56   |
| Distance from the election day     | 6.5     | 4.0    | 0   | 13    | 56   |
| Hour: 6.00/12.59                   | .43     | .49    | 0   | 1     | 56   |
| Hour 13.00/18.59                   | .52     | .50    | 0   | 1     | 56   |
| Hour: 19.00/23.59                  | .05     | .23    | 0   | 1     | 56   |
| Call to action                     | .30     | .46    | 0   | 1     | 56   |
| WIKI subsample                     |         |        |     |       |      |
| Age (actual)                       | 38.2    | 16.4   | 13  | 95    | 1000 |
| Age (predicted)                    | 39.7    | 14.3   | 9   | 93    | 1000 |
| Gender (actual)                    | .74     | .44    | 0   | 1     | 1000 |
| Gender (predicted)                 | .76     | .43    | 0   | 1     | 1000 |
| BES sample                         |         |        |     |       |      |
| Age                                | 48.8    | 16.4   | 15  | 82    | 1285 |
| Gender                             | 0.57    | .50    | 0   | 1     | 1285 |
| Remain vote intention (ref. Leave) | .58     | .49    | 0   | 1     | 1285 |