One of the central models in the study of international political economy, the open economy politics (OEP) model, holds that actors' preferences about economic issues like trade are a function of their economic interests as represented by their position in the global economy. Recent empirical work investigating the relationship between economic interests and trade attitudes, however, has found mixed results, perhaps because ordinary citizens don't think about trade in the manner that sophisticated economic models they may have never been directly exposed to presumes they do. This study combines survey data on from an original national panel survey in the United States with behavioral measures of media consumption derived from web tracking data to explore what information about trade Americans are exposed to in a naturalistic setting, and how this information shapes their economic policy preferences.