

Political Advertising in 2014
Wesleyan Media Project
Release Version 1.0 (March 2017)

This collection provides detailed tracking data on when and where political ads aired during the 2014 elections. It covers all broadcast television stations in all media markets in the United States. Ads aired in U.S. Senate, U.S. House and gubernatorial races are also coded for their content.

DATABASES

The data collection comes in four different files (unlike 2010, *estimated* spending information is available for each ad within each file):

1. wmp-senate-2014: contains information on all ads aired in U.S. Senate races
2. wmp-house-2014: contains information on all ads aired in U.S. House races
3. wmp-gov-2014: contains information on all ads aired in gubernatorial races
4. wmp-downballot-2014: contains information on all ads aired in other races. Only information about when and where each ad aired is listed. The Wesleyan Media Project did not code the content of these ads.

CITATION

Publications based on this data collection should acknowledge this source by means of bibliographic citation. The bibliographic citation for this data collection is:

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SUPPORT

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DATA COLLECTION AND CODING

The source for the ad data is Kantar Media/CMAG. This commercial firm specializes in providing detailed, real-time tracking information to corporate and political clients. These tracking data represent the most comprehensive and systematic collection on the content and targeting of political advertisements. The data include two types of information. First, frequency information tells when and where ads aired. It contains precise and detailed information on the date, time, market, station, and television show of each airing. Second, the data provide information about each ad's content in the form of a video file for each unique creative or individual ad.

CMAG gathers such data by using a market-based tracking system, deploying "Ad Detectors" in each media market in the U.S. In addition to all local advertising activity, these detectors track advertisements on the major national networks, as well as national cable networks. The system's software recognizes the electronic seams between programming and advertising and identifies the

“digital fingerprints” of specific advertisements. When the system does not recognize the fingerprints of a particular spot, the advertisement is captured and downloaded. Thereafter, the system automatically recognizes and logs that particular commercial wherever and whenever it airs. Studies that examine advertisers’ “buy sheets” obtained from television stations and compare them with this CMAG data find that the company’s system is highly reliable in tracking the universe of ads aired.

After receiving the data from CMAG, the Wesleyan Media Project processes and codes the ad tracking data from all media markets in the United States. In this process, using videos of ads captured by CMAG, project staff first research the entity responsible for airing each political spot, distinguishing between those paid for by candidates, parties, and interest groups. Finally, the Wesleyan Media Project codes the content of each ad on an extensive battery of questions using a web-based content analysis platform called Academicclip, a CommIT media research application.

A NOTE ABOUT THE DATA

The Wesleyan Media Project is providing these data as a courtesy to the academic community, and not as a polished commercial product. The nominal fee you pay is for administrative expenses. We've worked hard to clean the data that we've coded, but as with all datasets this large, there may be some errors that remain. For CMAG variables marked with an asterisk below, WMP corrects errors as we find them, but we don't *systematically* review/clean these variables. All other CMAG variables are not cleaned at all by WMP. We do not have information on how CMAG variables are collected/coded.

We have provided reliability statistics at the end of this document for your reference. Reliability statistics can be misleading when almost all observations take on the same value, such as when a characteristic is absent in almost all ads. We thus urge users of the data to use caution when interpreting reliability statistics under these circumstances.

Due to the legacy of many of the variables in the WiscAds/WMP time series and the desire of many to do their own additional coding, we have provided many variables in the public release that have reliability statistics that do not meet traditionally acceptable levels. Therefore, we also urge users to read the material carefully and use caution when using variables below traditional thresholds.

Depending on resource availability, we do occasionally update the data files to correct errors and issues brought to our attention by users. If you notice issues with the data, feel free to share the information with us at mediaproject@wesleyan.edu.

VARIABLES

Provided by CMAG

For CMAG variables marked with an asterisk, WMP corrects errors as we find them, but we don't systematically review/clean them. All other CMAG variables are not cleaned at all by WMP.

creative: name of specific advertisement

market: media market where ad aired

dma: media market ID

l: length of ad in seconds

station: name of television station

affiliate: name of television affiliate

airdate: date on which ad aired

airtime: time at which ad aired

media: television medium

daypart: time of day during which ad aired

program: television program during which ad aired

programtype: type of television program during which ad aired

category*: category of race

categorystate: state in which the race took place, identified by CMAG

election:

Primary

General

N/A

issue: key issues discussed: identified by CMAG

level*: level of race

race*: type of race

tonemag: tone of ad (different from WMP's AD_TONE variable)

Positive

Negative

Contrast

adtypecmag*:

Candidate

Candidate & Party

Issue-Election

Issue-Policy

Party

Private Citizen

sponsorcmag: ad sponsor

district*: congressional district (for House races)

party*: party of favored candidate

est_cost: estimated cost of ad airing

WMP Variables

state: postal service abbreviation indicating the state the race in question is based in

sponsor:

- 1 Candidate
- 2 Party
- 3 Coordinated between a candidate and party
- 4 Interest Group/other

sponsor_name: name of group or party sponsoring the ad

cand_id: Name of the favored candidate

cand_idnum: ID number of favored candidate

tgt_id: Name of the targeted candidate

tgt_idnum: ID number of targeted candidate

mag_wrd: Does the ad mention any of the following *specific* words or phrases: vote for, elect, support, cast your ballot, [Smith] for Congress, vote against, defeat, or reject?

- 0 No
- 1 Yes
- 2 Yes, But Only in the Paid for By (PFB) tag

Does the ad provide a....

- 0 No
- 1 Yes

phone: Does the ad provide a phone number to call?

website: Does the ad provide a website to visit?

mail: Does the ad provide a mailing address?

twitter: Does the ad provide a Twitter handle?

youtube: Does the ad provide a YouTube channel?

approve: Where does the candidate's oral approval of the spot appear?

- 0 No Oral Statement of Approval/Authorization
- 1 Beginning of the Spot
- 2 Middle of the Spot
- 3 End of the Spot

vid: Does the candidate physically appear on screen and speak to the audience during oral approval?

- 0 No, Authorization Stated in Voiceover
- 1 Yes

Excluding the “oral approval,” is the...

- 0 No
- 1 Yes

f_mention: Favored candidate mentioned by name in the ad?

f_picture: Favored candidate pictured in the ad?

f_narrate: Favored candidate narrating the ad?

o_mention: Opposing candidate mentioned by name in the ad?

o_picture: Opposing candidate pictured in the ad?

narrate: Is there someone doing a voiceover (narrating the ad) separate from a candidate?

- 0 No
- 1 Yes, a female
- 2 Yes, a male
- 3 Yes, both female and male voiceover

ad_tone: In your judgment, is the primary purpose of the ad to promote a specific candidate, attack a candidate, or contrast the candidates?

- 1 Contrast
- 2 Promote
- 3 Attack

cnt_prp: If the ad is a contrast ad, what proportion of the ad promotes (as opposed to attacks) a candidate?

- 1 More Promote Than Attack
- 2 About Equal Attack and Promote
- 3 More Attack Than Promote
- 4 Only Contrasting Element is Brief Statement in Oral Authorization

cnt_fin: If the ad is a contrast ad, does it finish by promoting a candidate or attacking a candidate?

- 1 Finishes by Promoting
- 2 Finishes by Attacking

ad_civ: In your judgment, are the attack portions of the ad mostly civil or mostly uncivil?

- 1 Mostly civil
- 2 Mostly uncivil

prty_mn: Does the ad mention the party label of the favored candidate or the opponent?

- 0 No
- 1 Yes, Favored Candidate’s Party
- 2 Yes, Opposing Candidate’s Party
- 3 Yes, Both Candidates’ Parties
- 4 Yes, Favored Candidate’s Party but Only in Paid For By (PFB) line

per_ply: In your judgment, is the primary focus of the ad personal characteristics of either candidate or policy matters?

- 0 Neither
- 1 Personal Characteristics
- 2 Policy Matters
- 3 Both Personal Characteristics and Policy Matters

flag: Does an American flag appear in the ad?

0 No

1 Yes

Are any of the following mentioned or pictured in the ad?

0 No

1 Yes, in a way to show approval or support

2 Yes, in a way to show disapproval or opposition

3 Yes, unclear whether in support or opposition

prsmnt: Is Barack Obama mentioned or pictured in the ad?

gbush: Is George W. Bush mentioned or pictured in the ad?

reagan: Is Ronald Reagan mentioned or pictured in the ad?

gophse: Is John Boehner mentioned or pictured in the ad?

demhse: Is Nancy Pelosi mentioned or pictured in the ad?

gopsen: Is Mitch McConnell mentioned or pictured in the ad?

demsen: Is Harry Reid mentioned or pictured in the ad?

congnt: Is Congress mentioned or pictured in the ad?

democrats: Are Democrats mentioned or pictured in the ad?

republicans: Are Republicans mentioned or pictured in the ad?

Does the ad cite any of the following sources to bolster various claims?

0 No

1 Yes

cite1: Does the ad cite a newspaper to bolster various claims?

cite2: Does the ad cite a website to bolster various claims?

cite3: Does the ad cite another media source to bolster various claims?

cite4: Does the ad cite an opponent's ad to bolster various claims?

cite5: Does the ad cite legislation to bolster various claims?

cite90: Does the ad cite another source to bolster various claims?

cite90txt: Description of other source

op_media: If an opponent's ad was mentioned, did the ad cite a media source that speaks to the accuracy or fairness of the ad?

0 No

1 Yes

Are the following seen endorsing in the ad?

0 No

1 Yes

endorse1: Law enforcement

endorse2: A politician

endorse3: A labor union

endorse4: An interest group

endorse5: A teacher group

endorse6: A celebrity

endorse90: Another person

endorse90txt: Description of other person endorsing in the ad

Please assess the intent of the ad maker (not your own personal reaction) below. Does the ad make an appeal to the following emotions?

- 0 No
- 1 Some appeal
- 2 Strong appeal

fear: Does the ad make an appeal to fear?

enthusiasm: Does the ad make an appeal to fear?

anger: Does the ad make an appeal to fear?

pride: Does the ad make an appeal to fear?

humor: Does the ad make an appeal to fear?

sadness: Does the ad make an appeal to fear?

music0: There is no music in the ad

- 0 There IS music in the ad
- 1 There is NO MUSIC in the ad

If music is played during the ad, how would it best be described?

- 0 No
- 1 Yes

music1: Ominous/tense music

music2: Uplifting music

music3: Sad or sorrowful music

music90: Another type of music

music90_txt: Description of other type of music

Are any of these words/phrases *specifically* mentioned in the ad?

- 0 No
- 1 Yes

mention1: Tea Party

mention2: God

mention3: Hope

mention4: Change

mention5: Experience

mention6: Liberal

mention7: Conservative

mention8: Special Interests

mention14: Dirty or negative campaigner

mention15: Main Street

mention16: Wall Street

mention17: Big Government

mentionwc: Working Class

mentionmc: Middle Class

mentionuc: Upper Class / Rich / Wealthy

Issue mentions: Are any of the following issues mentioned in this ad?

0 No

1 Yes

Economic Policy

issue10: Taxes

issue11: Deficit/Budget/Debt

issue12: Government Spending

issue13: Recession/Economic Stimulus

issue14: Minimum Wage

issue15: Farming

issue16: Business

issue17: Union

issue18: Employment/Jobs

issue19: Poverty

issue20: Trade/Globalization

issue21: Housing/Sub-prime Mortgages

issue22: Economy (generic reference)

issue23: Economic disparity/income inequality

Social Issues

issue30: Abortion

issue31: Homosexuality/Gay & Lesbian Rights

issue32: Moral/Family/Religious Values

issue33: Tobacco

issue34: Affirmative Action

issue35: Gambling

issue36: Assisted Suicide/Euthanasia

issue37: Gun Control

issue38: Civil Liberties/Privacy

issue39: Race Relations/Civil Rights

Law and Order

issue40: Crime

issue41: Narcotics/Illegal Drugs

issue42: Capital Punishment

issue43: Supreme Court/Judiciary

Social Welfare Issues

issue50: Education/Schools

issue51: Lottery for Education

issue52: Child Care

issue53: Health Care (not prescription drugs)

issue54: Prescription Drugs

issue55: Medicare

issue56: Social Security

issue57: Welfare

issue58: Women's Health

issue59: Affordable Care Act / Obamacare / Health Care Law / etc.

Foreign/Defense Policy

issue60: Military (generic reference)
issue61: Foreign Policy (generic reference)
issue62: Veterans
issue63: Foreign Aid
issue64: Nuclear Proliferation
issue65: China
issue66: Middle East
issue67: Afghanistan/War in Afghanistan
issue68: September, 11th
issue69: Terror/Terrorism/Terrorist
issue70: Iraq/War in Iraq
issue71: Israel
issue72: Iran

Environment/Energy

issue80: Environment (generic reference)
issue82: Global Warming
issue83: Energy Policy
issue84: BP Oil Spill

Other

issue90: Campaign Finance Reform
issue91: Government Ethics/Scandal
issue92: Corporate Fraud
issue93: Term Limits
issue94: Pledge of Allegiance (restrictions on)
issue95: Immigration
issue96: Local Issues
issue97: Other
issue97_txt: Description of other issue mentioned
issue98: Government Regulations
issue99: Government Shutdown

cantcode: Was the ad able to be coded? (video/audio issues)

0 Ad coded
1 Ad unable to be coded

Ad aired in the race

1 Yes

gov: Ad aired in gubernatorial race

house: Ad aired in House race

senate: Ad aired in Senate race

spanish: Spanish-language ad

1 Yes

vidfile: Expected filename of corresponding .wmv video (if a file exists). Filename generated by WMP based on creative name. Actual filenames may vary (they were generated by CMAG).

Reliability Statistics for WMP Coding Variables

See below for a table showing various coding reliability statistics. Our WMP coding team, double coded 1,939 ads. Please read “**A note about the data**” on Page 2 for important information about this section.

% agreement – Indicates the percentage of time the raters assigned the same value for a given ad.

Kappa - We computed kappa statistics for all nominal variables. For ordinal variables we computed weighted kappas, which are indicated with an asterisk in the Kappa column of the table.

Kappa with recoding - Two sets of variables (mentions of people/groups and emotions) were recoded as binary variables and kappas were run on the recoded variables.

Krippendorff’s alpha – Krippendorff’s alpha statistics were computed for all variables, though they were run in two batches, depending on the variable type (ordinal vs. nominal).

Avg freq. in ICR set – These values indicate the average instances of a non-zero code in our ICR set. For example, the favored candidate was identified in an average of 1,319 ads out of 1,939. Taxes (issue10) was identified in an average of 444 ads out of 1,939.

Variable	Label	% Agreement	Kappa (*weighted kappa)	Kappa with recoding	Krippendorff's alpha	Avg freq. in ICR set (N=1,939)
CAND_ID	Fav. candidate ID	91.8%	0.8786		0.8787	1319
TGT_ID	Opp. candidate ID	96.4%	0.9622		0.9622	576
SPONSOR	Sponsor	94.5%	0.8894		0.8894	1938
MAG_WRD	Magic Words	70.8%	0.5401		0.5402	1068
PHONE	Phone	99.3%	0.9546		0.9546	169
WEBSITE	Website	91.3%	0.7932		0.7933	585
MAIL	Mailing address	98.9%	-0.0055		-0.0054	11
TWITTER	Twitter	97.6%	0.7305		0.7305	92
YOUTUBE	YouTube	99.7%	0.4986		0.4986	6
APPROVE	Oral approval	95.2%	0.9611*		0.9620	894
VID	Onscreen approval	94.8%	0.9100		0.9100	346
F_MENTION	Cand. mentioned	86.8%	0.7054		0.7014	1305
F_PICTURE	Cand. pictured	87.2%	0.7233		0.7204	1253
F_NARRATE	Cand. narrating	90.8%	0.7671		0.7665	517
O_MENTION	Opp. mentioned	90.0%	0.7908		0.7902	761
O_PICTURE	Opp. pictured	94.4%	0.8799		0.8799	708
NARRATE	Narrator	89.3%	0.8537		0.8538	1411

Variable	Label	% Agreement	Kappa (*weighted kappa)	Kappa with recoding	Krippendorff's alpha	Avg freq. in ICR set (N=1,939)
CNT_PRP	Proportion promote	92.1%	0.6455*		0.7010	291
CNT_FIN	Finishes by	94.8%	0.7738		0.7742	294
AD_CIV	Ad civility	94.8%	0.0272		0.0276	840
AD_TONE	Ad tone	95.3%	0.9226		0.9227	1937
PRTY_MN	Party mentions	89.6%	0.7036		0.7037	411
PER_PLY	Personal vs policy	70.2%	0.5295*		0.6582	1911
FLAG	Flag	88.0%	0.6582		0.5449	439
CITE1	Newspapers	90.3%	0.7719		0.7719	594
CITE2	Website	92.4%	0.5008		0.5009	161
CITE3	Other media source	84.6%	0.4674		0.4687	339
CITE4	Opponent's ad	96.6%	0.4586		0.4587	63
CITE5	Legislation	91.9%	0.4899		0.4945	169
CITE90	Other sources	87.8%	0.3212		0.3212	193
PRSMNT	Barack Obama	93.6%	0.8397	0.8546	0.8397	516
GBUSH	George W. Bush	99.6%	0.6303	0.8413	0.6303	10
REAGAN	Ronald Reagan	99.8%	0.8228	0.8228	0.8228	9
GOPHSE	John Boehner	99.9%	0.8330	0.8328	0.8330	6
DEMHSE	Nancy Pelosi	99.4%	0.8650	0.8762	0.8650	46
GOPSEN	Mitch McConnell	99.2%	0.7428	0.7418	0.7429	30
DEMSEN	Harry Reid	99.5%	0.7783	0.7782	0.7783	21
CONGMT	Congress	83.0%	0.4228	0.4509	0.4229	329
DEMOCRATS	Democrats	95.5%	0.5835	0.6504	0.5836	108
REPUBLICANS	Republicans	93.2%	0.4918	0.5676	0.4917	136
OP_MEDIA	Opp. ad media	95.4%	0.4678		0.4678	1898
ENDORSE1	Law enforcement	99.7%	0.2485		0.2486	4
ENDORSE2	Politician	98.3%	0.7604		0.7605	72
ENDORSE3	Labor union	99.8%	0.7768		0.7768	9
ENDORSE4	Interest group	97.2%	0.6007		0.6008	72
ENDORSE5	Teacher group	99.6%	0.5864		0.5865	9
ENDORSE6	Celebrity	99.8%	0.4992		0.4991	4
ENDORSE90	Other endorsement	97.4%	0.5559		0.5558	58
FEAR	Appeal to fear	85.0%	0.2806*	0.3033	0.3088	216
ENTHUSIASM	Appeal to enthusiasm	61.6%	0.4816*	0.6474	0.5862	1170
ANGER	Appeal to anger	70.6%	0.5420*	0.6669	0.6728	825
PRIDE	Appeal to pride	84.8%	0.2555*	0.2411	0.2482	209
HUMOR	Appeal to humor	95.3%	0.4425*	0.4779	0.4799	82
SADNESS	Appeal to sadness	91.5%	0.4076*	0.4343	0.4397	139
MUSIC0	No music	99.0%	0.8024		0.8024	52

Variable	Label	% Agreement	Kappa (*weighted kappa)	Kappa with recoding	Krippendorff's alpha	Avg freq. in ICR set (N=1,939)
MUSIC1	Ominous	89.0%	0.7556		0.7557	668
MUSIC2	Uplifting	89.8%	0.7872		0.7872	1176
MUSIC3	Sad	91.5%	0.4742		0.4742	171
MUSIC90	Other music	93.7%	0.3380		0.3382	97
MENTION1	Tea Party	99.8%	0.9220		0.9221	26
MENTION2	God	99.5%	0.8062		0.8062	24
MENTION3	Hope	99.4%	0.4182		0.4184	10
MENTION4	Change	98.2%	0.6754		0.6755	56
MENTION5	Experience	98.2%	0.5362		0.5364	39
MENTION6	Liberal	99.3%	0.9298		0.9298	98
MENTION7	Conservative	97.4%	0.9164		0.9164	389
MENTION8	Special Interests	99.4%	0.9123		0.9123	71
MENTION14	Dirty or Negative Campaigner	99.4%	0.4184		0.4184	10
MENTION15	Main Street	99.8%	-0.0010		-0.0008	2
MENTION16	Wall Street	99.5%	0.8592		0.8592	33
MENTION17	Big Government	98.8%	0.4591		0.4593	22
MENTIONWC	Working Class	98.8%	0.2975		0.2972	17
MENTIONMC	Middle Class	99.2%	0.9149		0.9149	93
MENTIONUC	Upper Class / Rich / Wealthy / Etc.	99.0%	0.5403		0.5404	22
INTEG11	Tough	99.3%	0.6453		0.6454	19
INTEG12	Fighter	99.5%	0.1652		0.1643	6
INTEG51	Honest	98.9%	0.3949		0.3947	18
INTEG52	Dishonest	99.0%	0.1628		0.1617	12
INTEG53	Corrupt	98.0%	0.3119		0.3117	28
ISSUE22	Economy (Generic Reference)	95.3%	0.7235		0.7235	182
ISSUE10	Taxes	95.2%	0.8641		0.8641	444
ISSUE11	Deficit / Budget / Debt	97.0%	0.8878		0.8878	307
ISSUE12	Government Spending	96.4%	0.8420		0.8420	255
ISSUE13	Recession / Economic Stimulus	98.6%	0.5899		0.5685	33
ISSUE14	Minimum Wage	99.9%	0.9709		0.9709	35
ISSUE15	Farming	99.0%	0.4393		0.4394	18
ISSUE16	Business	92.2%	0.5276		0.5276	177
ISSUE17	Union	99.7%	0.6652		0.6652	9
ISSUE18	Employment / Jobs	94.0%	0.8439		0.8439	502
ISSUE19	Poverty	99.7%	0.5699		0.5700	7
ISSUE20	Trade / Globalization	98.8%	0.3472		0.3474	17

Variable	Label	% Agreement	Kappa (*weighted kappa)	Kappa with recoding	Krippendorff's alpha	Avg freq. in ICR set (N=1,939)
ISSUE21	Housing / Sub-prime Mortgages	99.1%	0.6353		0.6354	25
ISSUE23	Economic Disparity / Income Inequality	98.9%	0.3582		0.3583	17
ISSUE30	Abortion	98.8%	0.8924		0.8924	114
ISSUE31	Homosexuality / Gay & Lesbian Rights	99.5%	0.7074		0.7074	16
ISSUE32	Moral / Family / Religious Values	93.1%	0.3152		0.3152	103
ISSUE33	Tobacco	100.0%			1.0000	0
ISSUE34	Affirmative Action	99.8%	0.0000		-0.0005	2
ISSUE35	Gambling	100.0%			1.0000	0
ISSUE36	Assisted Suicide / Euthanasia	99.9%	0.0000		0.0000	1
ISSUE37	Gun Control	98.7%	0.8724		0.8724	104
ISSUE38	Civil Liberties / Privacy	98.8%	0.2971		0.2972	17
ISSUE39	Race Relations / Civil Rights	99.5%	0.5691		0.5692	11
ISSUE40	Crime	98.9%	0.5477		0.5478	24
ISSUE41	Narcotics / Illegal Drugs	99.7%	0.6652		0.6652	9
ISSUE42	Capital Punishment	100.0%			1.0000	0
ISSUE43	Supreme Court / Judiciary	99.4%	-0.0030		-0.0028	6
ISSUE50	Education / Schools	97.3%	0.8821		0.8821	260
ISSUE51	Lottery for Education	100.0%			1.0000	0
ISSUE52	Child Care	99.2%	0.2067		0.2068	10
ISSUE53	Health Care (not prescription drugs)	94.8%	0.5497		0.5498	120
ISSUE54	Prescription Drugs	99.7%	0.8559		0.8559	18
ISSUE55	Medicare	99.2%	0.9248		0.9248	106
ISSUE56	Social Security	99.7%	0.9654		0.9654	91
ISSUE57	Welfare	99.6%	0.7979		0.7980	20
ISSUE58	Women's Health	98.6%	0.5685		0.5685	33
ISSUE59	ACA / Obamacare / Health Care Law / etc.	97.3%	0.9172		0.9172	394
ISSUE60	Military (generic reference)	97.3%	0.6038		0.6039	68
ISSUE61	Foreign Policy (generic reference)	99.7%	0.7046		0.7047	9
ISSUE62	Veterans	98.3%	0.7891		0.7891	76
ISSUE63	Foreign Aid	99.8%	-0.0007		-0.0005	2
ISSUE64	Nuclear Proliferation	100.0%	1.0000		1.0000	3
ISSUE65	China	99.6%	0.7677		0.7677	13
ISSUE66	Middle East	99.6%	0.4597		0.4599	7
ISSUE67	Afghanistan	99.6%	0.5535		0.5536	9
ISSUE68	September 11th	99.9%	0.7495		0.7495	4

Variable	Label	% Agreement	Kappa (*weighted kappa)	Kappa with recoding	Krippendo rff's alpha	Avg freq. in ICR set (N=1,939)
ISSUE69	Terror / Terrorism / Terrorist	99.7%	0.8374		0.8375	16
ISSUE70	Iraq / War in Iraq	99.5%	0.4419		0.4420	9
ISSUE71	Israel	99.9%	0.8886		0.8887	5
ISSUE72	Iran	100.0%	1.0000		1.0000	4
ISSUE80	Environment (generic reference)	98.1%	0.5587		0.5588	40
ISSUE82	Global Warming	99.8%	0.8881		0.8881	14
ISSUE83	Energy Policy	96.4%	0.6598		0.6599	109
ISSUE84	BP Oil Spill	100.0%	1.0000		1.0000	2
ISSUE95	Immigration	99.4%	0.9105		0.9105	64
ISSUE90	Campaign Finance Reform	99.6%	0.2210		0.2206	5
ISSUE91	Government Ethics / Scandal	93.1%	0.4516		0.4516	131
ISSUE92	Corporate Fraud	98.4%	0.4071		0.4071	27
ISSUE93	Term Limits	99.8%	0.9326		0.9326	23
ISSUE94	Pledge of Allegiance (restrictions on)	100.0%			1.0000	0
ISSUE96	Local Issues	91.8%	0.2624		0.2623	115
ISSUE97	Other issues (please specify)	80.2%	0.3884		0.3876	394
ISSUE98	Government Regulations	97.4%	0.5719		0.5719	62
ISSUE99	Government Shutdown	99.8%	0.9326		0.9326	23