Presidential Political Advertising in 2016
Wesleyan Media Project
Release Version 1.1 (November 2020)

This collection provides detailed tracking data on when and where presidential political ads aired during the 2016 elections. It covers all broadcast television stations in all media markets in the United States. Ads are also coded for their content.

DATABASES

The data collection comes in two different files:

wmp-pres-2016_v1.0: This is an older version of the file, but is available for download for replication purposes because it was used to in the publication:
- Fowler, Erika Franklin et al. 2019. "Issues Relevant to Population Health in Political Advertising in the United States, 2011-2012 and 2015-2016." *The Milbank Quarterly*.

wmp-pres-2016_v1.1: This is the current version of the data. Following v1.0, the WMP team did some additional data cleaning that resulted in some small changes to the data set.

CITATION

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

Fowler, Erika Franklin, Michael M. Franz, Travis N. Ridout, and Laura M. Baum. 2020. "Presidential Political Advertising in 2016." Version 1.0 [dataset]. Middletown, CT: The Wesleyan Media Project, Department of Government at Wesleyan University.

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.

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
tonecmag: tone of ad (different from WMP's AD_TONE variable)
> Positive
> Negative
> Contrast

adtypecmag*:
> Ballot Measure
> Candidate
> Candidate & Party
> Issue-Election
> 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

office_wmp: Office/race referenced (WMP cleaned the CMAG race & category vars to get this)

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: Is the favored candidate shown / mentioned in the ad?
> 0 Favored candidate not mentioned/not ascertainable
> 1 Favored candidate is ascertainable (list name in cand_id variable)
> 2 Multiple favored candidates

cand_id: Name of the favored candidate

cand_idnum: ID number of favored candidate

tgt: Is a targeted candidate shown / mentioned in the ad?
> 0 No targeted candidate in ad
> 1 Targeted candidate is ascertainable (list name in tgt_id variable)
> 2 Multiple targeted candidates

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
> 97 No, but coder could not read the PFB, so could be mentioned there

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?
f_camera: Favored candidate talking directly into camera in the ad?
o_mention: Opposing candidate mentioned by name in the ad?
o_picture: Opposing candidate pictured in the ad?

voice: Does the ad have a voiceover announcer, someone who speaks but is not pictured and is not the 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

prsment: 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?
congmt: 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?
cite90_txt: 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
mention18: Obamacare
mention19: Planned Parenthood
mention20: Benghazi
mention21: Dark Money
mention22: Out-of-State Money
mention23: Millionaire(s) / Billionaire(s)
mention24: 1%
mention25: Rigged

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

codingstatus: Was the ad coded?
       1 Ad was fully coded
       2 Ad was partially coded. Part of the ad was cut off or video/audio quality was
          very poor, but some variables were able to be coded
       3 Ad unable to be coded (video/audio issues)
       . Ad was not from a federal / gubernatorial 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 1,101 2016 ads (from races for president, U.S. Senate, U.S. House, and governor). 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.

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 847 ads out of 1,101. Taxes (issue10) was identified in an average of 230 ads out of 1,101.

Variable	Label	% Agreement	Kappa (*weighted kappa)	Krippend-orff's alpha	Avg freq. in ICR set (N=1101)
sponsor	Sponsor	96%	0.919	0.919	1101
cand	Is fav. candidate mentioned	99%	0.980	0.980	847
tgt	Is targ. candidate mentioned	95%	0.911	0.911	551
mag_wrd	Magic words	66%	0.439	0.439	561
phone	Phone	99%	0.730	0.730	15
website	Webiste	83%	0.573	0.573	302
mail	Mailing address	99%	-0.002	-0.002	3
twitter	Twitter	100%	0.283	0.284	4
youtube	YouTube	100%	0.000	1.000	0
approve	Oral approval	94%	0.875*	0.878	600
vid	Onscreen approval	92%	0.819	0.819	171
f_mention	Cand. mentioned	96%	0.903	0.903	745
f_picture	Cand. pictured	95%	0.884	0.884	718
f_narrate	Cand. narrates	94%	0.855	0.855	305
f_camera	Cand. speaks to camera	95%	0.866	0.866	274
o_mention	Opp. cand. mentioned	95%	0.898	0.898	526
o_picture	Opp. cand. pictured	95%	0.888	0.888	487
voice	Voiceover announcer?	93%	0.890	0.890	634
ad_tone	Tone of ad	95%	0.913	0.913	1101
cnt_prp	Proportion promote/attack	89%	0.581*	0.663	194
cnt_fin	Finishes by…	93%	0.716	0.717	193

Variable	Label	% Agreement	Kappa (*weighted kappa)	Krippend-orff's alpha	Avg freq. in ICR set (N=1101)
ad_civ	Ad civility	95%	0.216	0.216	5
prty_mn	Party mentions	90%	0.710	0.710	182
per_ply[i]	Personal vs policy	62%	0.498*	0.550	1079
flag	Flag	85%	0.712	0.712	397
prsment	Barack Obama	97%	0.899	0.899	164
demprscd	Hillary Clinton	98%	0.904	0.904	126
repprscd	Donald Trump	99%	0.930	0.930	129
gbush	George W. Bush	100%	0.499	0.499	3
bclinton	Bill Clinton	100%	0.748	0.749	10
reagan	Ronald Reagan	100%	0.800	0.800	3
gophse	Paul Ryan	100%	0.691	0.691	7
demhse	Nancy Pelosi	100%	0.973	0.973	19
gopsen	Mitch McConnell	100%	0.635	0.635	6
demsen	Harry Reid	100%	0.833	0.833	6
congmt	Congress	85%	0.409	0.409	159
washmt	Washington (DC)	88%	0.659	0.659	223
democrats	Democrats	95%	0.521	0.521	63
republicans	Republicans	95%	0.642	0.642	84
cite1	Newspaper	90%	0.745	0.745	304
cite2	Website	92%	0.478	0.475	97
cite3	Other media source	85%	0.533	0.536	222
cite4	Opponent's ad	98%	0.565	0.565	30
cite5	Legislation	93%	0.631	0.631	108
cite90	Other cite	92%	0.317	0.314	70
op_media	Opp. ad, accuracy/fairness	97%	0.164	0.175	10
endorse1	Law Enforcement	100%	0.704	0.704	9
endorse2	Politician	99%	0.685	0.685	26
endorse3	Labor union	99%	-0.002	-0.002	3
endorse4	Interest group	99%	0.749	0.749	27
endorse5	Teacher group	100%	1.000	0.800	3
endorse6	Celebrity	99%	0.530	0.530	8
endorse90	Other endorsement	96%	0.385	0.385	37
fear	Fear	81%	0.315*	0.358	172
enthusiasm	Enthusiasm	70%	0.573*	0.687	680
anger	Anger	69%	0.564*	0.683	556
pride	Pride	83%	0.274*	0.326	137
humor	Humor	97%	0.297*	0.313	25
sadness	Sadness	91%	0.282*	0.306	70

Variable	Label	% Agreement	Kappa (*weighted kappa)	Krippend-orff's alpha	Avg freq. in ICR set (N=1101)
music0	No music	99%	0.572	0.572	19
music1	Ominous music	85%	0.692	0.692	443
music2	Uplifting music	88%	0.762	0.764	648
music3	Sad music	91%	0.483	0.480	113
music90	Other music	97%	0.210	0.216	18
mention1	Tea Party	100%	0.888	0.888	9
mention2	God	99%	0.541	0.541	11
mention3	Hope	100%	0.832	0.832	6
mention4	Change	97%	0.622	0.622	46
mention5	Experience	99%	0.609	0.609	20
mention6	Liberal	99%	0.927	0.927	43
mention7	Conservative	98%	0.888	0.888	120
mention8	Special Interests	99%	0.889	0.889	47
mention14	Dirty or Negative Campaigner	99%	0.217	0.216	9
mention15	Main Street	100%	0.000	1.000	0
mentionwc	Working Class	99%	0.552	0.552	9
mentionmc	Middle Class	100%	0.923	0.923	34
mentionuc	Upper class	98%	0.515	0.515	21
mention16	Wall Street	99%	0.922	0.922	40
mention17	Big Government	99%	0.397	0.398	5
mention18	Obamacare	99%	0.886	0.886	65
mention19	Planned Parenthood	100%	0.927	0.927	36
mention20	Benghazi	100%	0.857	0.857	4
mention21	Dark Money	100%	0.000	0.000	1
mention22	Out-of-State Money	100%	0.000	0.000	1
mention23	Millionaire(s) / Billionaire(s)	98%	0.795	0.795	49
mention24	1%	100%	1.000	1.000	2
mention25	Rigged	99%	0.497	0.497	6
issue10	Taxes	97%	0.898	0.898	230
issue11	Deficit / Budget / Debt	97%	0.845	0.845	99
issue12	Government Spending	92%	0.576	0.576	115
issue13	Recession / Economic Stimulus	99%	0.522	0.522	17
issue14	Minimum Wage	99%	0.762	0.762	33
issue15	Farming	99%	0.781	0.781	33
issue16	Business	90%	0.648	0.644	184
issue17	Union	99%	0.622	0.622	8
issue18	Employment / Jobs	93%	0.798	0.798	268
issue19	Poverty	99%	0.497	0.497	8

Variable	Label	% Agreement	Kappa (*weighted kappa)	Krippend-orff's alpha	Avg freq. in ICR set (N=1101)
issue20	Trade / Globalization	98%	0.690	0.691	39
issue21	Housing	98%	0.544	0.544	24
issue22	Economy (generic)	97%	0.829	0.829	103
issue23	Economic Disparity / Income Inequality	97%	0.157	0.157	23
issue30	Abortion	98%	0.793	0.793	67
issue31	LGBTQ issues / rights	100%	0.902	0.902	16
issue101	Gender Discrimination (not LGBTQ)	98%	0.756	0.767	59
issue32	Moral / Family / Religious Values	81%	0.481	0.481	262
issue33	Tobacco	100%	0.666	0.666	2
issue34	Affirmative Action	100%	0.000	1.000	0
issue35	Gambling	100%	0.000	0.000	1
issue36	Assisten Suicide / Euthanasia	100%	0.000	1.000	0
issue37	Gun Control	98%	0.882	0.882	78
issue38	Civil Liberties / Privacy	98%	0.313	0.313	19
issue39	Race Relations / Civil Rights	98%	0.478	0.478	20
issue102	Seniors (not Medicare)	98%	0.708	0.708	39
issue40	Crime	96%	0.587	0.587	58
issue41	Narcotics / Illegal Drugs	99%	0.847	0.847	20
issue44	Marijuana	100%	0.000	1.000	0
issue42	Capital Punishment	100%	1.000	1.000	1
issue45	Incarceration / Sentencing	98%	0.567	0.567	26
issue43	Supreme Court / Judiciary	98%	0.478	0.478	19
issue50	Education / Schools	97%	0.862	0.862	157
issue51	Lottery for Education	100%	0.000	1.000	0
issue52	Child care	99%	0.533	0.513	14
issue53	Health care	95%	0.703	0.703	100
issue59	ACA / Obamacare	98%	0.858	0.858	72
issue54	Prescription Drugs	99%	0.783	0.783	14
issue55	Medicare	99%	0.938	0.938	51
issue56	Social Security	100%	0.956	0.956	60
issue57	Welfare	99%	0.588	0.588	14
issue58	Women's Health	98%	0.666	0.666	34
issue60	Military (generic reference)	95%	0.712	0.712	106
issue61	Foreign Policy (generic reference)	95%	0.392	0.393	46
issue62	Veterans	97%	0.808	0.808	110
issue63	Foreign Aid	100%	-0.001	-0.001	2
issue64	Nuclear Proliferation	99%	0.779	0.779	26
issue65	China	100%	0.876	0.876	21

Variable	Label	% Agreement	Kappa (*weighted kappa)	Krippend-orff's alpha	Avg freq. in ICR set (N=1101)
issue66	Middle East	99%	0.467	0.467	9
issue67	Afghanistan	100%	0.816	0.816	11
issue68	September 11th	100%	0.956	0.956	12
issue69	Terror / Terrorism / Terrorist	98%	0.778	0.778	60
issue70	Iraq / War in Iraq	100%	0.813	0.813	14
issue71	Israel	100%	0.666	0.666	3
issue72	Iran	100%	0.931	0.931	30
issue73	ISIL / ISIS	99%	0.908	0.908	40
issue74	Syria	100%	0.748	0.748	8
issue80	Env. (generic)	97%	0.644	0.644	50
issue82	Global Warming	100%	0.952	0.952	11
issue83	Energy Policy	97%	0.736	0.736	67
issue84	BP Oil Spill	100%	0.000	0.000	1
issue95	Immigration	97%	0.826	0.819	101
issue90	Campaign Finance Reform	94%	0.353	0.354	55
issue91	Government Ethics / Scandal	93%	0.463	0.467	82
issue92	Corporate Fraud	99%	0.193	0.193	10
issue93	Term Limits	100%	0.613	0.613	7
issue94	Pledge of Allegiance	100%	0.749	0.749	4
issue96	Local Issues	94%	0.101	0.101	38
issue97	Other issues (please specify)	89%	0.193	0.190	84
issue98	Government Regulations	95%	0.393	0.393	46
issue99	Government Shutdown	99%	0.459	0.459	7
issue103	Emergency Prep.	98%	0.357	0.358	19
issue104	Transportation / Infrastructure	99%	0.701	0.701	17

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[i] For Fowler, Ridout and Franz 2017, the per_ply (personal vs. policy) variable was limited to just the presidential ads, which had a Kappa score of 0.76.

Full citation: Fowler, Erika Franklin, Travis N. Ridout and Michael M. Franz. 2016. "Political Advertising in 2016: The Presidential Election as Outlier?" The Forum, A Journal of Applied Research in Contemporary Politics 14(4): 445-469.