

2002 WISCONSIN ADVERTISING PROJECT CODEBOOK

15th February 2005

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“The data was obtained from a project of the Wisconsin Advertising Project, under Professor Kenneth Goldstein and Joel Rivlin of the University of Wisconsin-Madison, and includes media tracking data from the Campaign Media Analysis Group in Washington, D.C. The Wisconsin Advertising Project was sponsored by a grant from The Pew Charitable Trusts. The opinions expressed in this article are those of the author(s) and do not necessarily reflect the views of the Wisconsin Advertising Project, Professor Goldstein, Joel Rivlin, or The Pew Charitable Trusts.”

[This] data should be cited as follows:

Goldstein, Kenneth, and Joel Rivlin. 2005. “Political Advertising in 2002.” Combined File [dataset]. Final release. Madison, WI: The Wisconsin Advertising Project, The Department of Political Science at The University of Wisconsin-Madison.

“Cookie-cutter ads”

In some cases the technology employed by CMAG to track ads was unable to differentiate extremely similar ads. This was particularly an issue when groups ran almost identical ads around the country, changing only the name of a particular candidate, depending on where the spot was aired. These so called “cookie cutter” spots therefore suggested that ads aired for (or against) candidates far from their own states or constituencies. In such cases Wisconsin Advertising Project staff used information gained from media reports, public releases and statements by groups, and enquiries with groups, to ascertain where airings for ads, outside the districts of the candidates named in the spots, aired. These spots can typically be seen in the data, as the name of the market the ad is aired in has been added to the creative name, and details of the candidate we expected the spot to be supporting or attacking has been changed appropriately.

All variables are labeled in the SPSS file.

ADCODE1 10 digit ad id number for each creative

CREATIVE CreativeName (from CMAG)

OFFICE Office at stake

Value Label

- 1 Presidential
- 2 Senatorial
- 3 Congressional
- 4 Gubernatorial

STATE

FIPS State FIPS code

Value Label

1.00	AL
2.00	AK
4.00	AZ
5.00	AR
6.00	CA
8.00	CO
9.00	CT
10.00	DE
11.00	DC
12.00	FL
13.00	GA
15.00	HI
16.00	ID
17.00	IL
18.00	IN
19.00	IA
20.00	KS
21.00	KY
22.00	LA
23.00	ME
24.00	MD
25.00	MA
26.00	MI
27.00	MN
28.00	MS
29.00	MO
30.00	MT
31.00	NE
32.00	NV
33.00	NH
34.00	NJ
35.00	NM
36.00	NY
37.00	NC
38.00	ND
39.00	OH
40.00	OK
41.00	OR
42.00	PA
44.00	RI
45.00	SC
46.00	SD
47.00	TN
48.00	TX
49.00	UT
50.00	VT
51.00	VA
53.00	WA
54.00	WV
55.00	WI
56.00	WY

DISTRICT District Number

Value	Label
1.00 – 53.00	House district number
60.00	Senate
70.00	Governor

STATDIST Unique race number (state followed by district number)

Value	Label
101.00	AL-1
102.00	AL-2
103.00	AL-3
104.00	AL-4
105.00	AL-5
106.00	AL-6
107.00	AL-7
160.00	AL-Sen
170.00	AL-Gov
201.00	AK-1
260.00	AK-Sen
270.00	AK-Gov
401.00	AZ-1
402.00	AZ-2
403.00	AZ-3
404.00	AZ-4
405.00	AZ-5
406.00	AZ-6
407.00	AZ-7
408.00	AZ-8
460.00	AZ-Sen
470.00	AZ-Gov
501.00	AR-1
502.00	AR-2
503.00	AR-3
504.00	AR-4
560.00	AR-Sen
570.00	AR-Gov
601.00	CA-1
602.00	CA-2
603.00	CA-3
604.00	CA-4
605.00	CA-5
606.00	CA-6
607.00	CA-7
608.00	CA-8
609.00	CA-9
610.00	CA-10
611.00	CA-11
612.00	CA-12
613.00	CA-13
614.00	CA-14
615.00	CA-15
616.00	CA-16
617.00	CA-17
618.00	CA-18

619.00	CA-19
620.00	CA-20
621.00	CA-21
622.00	CA-22
623.00	CA-23
624.00	CA-24
625.00	CA-25
626.00	CA-26
627.00	CA-27
628.00	CA-28
629.00	CA-29
630.00	CA-30
631.00	CA-31
632.00	CA-32
633.00	CA-33
634.00	CA-34
635.00	CA-35
636.00	CA-36
637.00	CA-37
638.00	CA-38
639.00	CA-39
640.00	CA-40
641.00	CA-41
642.00	CA-42
643.00	CA-43
644.00	CA-44
645.00	CA-45
646.00	CA-46
647.00	CA-47
648.00	CA-48
649.00	CA-49
650.00	CA-50
651.00	CA-51
652.00	CA-52
653.00	CA-53
660.00	CA-Sen
670.00	CA-Gov
801.00	CO-1
802.00	CO-2
803.00	CO-3
804.00	CO-4
805.00	CO-5
806.00	CO-6
807.00	CO-7
860.00	CO-Sen
870.00	CO-Gov
901.00	CT-1
902.00	CT-2
903.00	CT-3
904.00	CT-4
905.00	CT-5
960.00	CT-Sen
970.00	CT-Gov
1001.00	DE-1
1060.00	DE-Sen
1070.00	DE-Gov
1201.00	FL-1
1202.00	FL-2

1203.00 FL-3
1204.00 FL-4
1205.00 FL-5
1206.00 FL-6
1207.00 FL-7
1208.00 FL-8
1209.00 FL-9
1210.00 FL-10
1211.00 FL-11
1212.00 FL-12
1213.00 FL-13
1214.00 FL-14
1215.00 FL-15
1216.00 FL-16
1217.00 FL-17
1218.00 FL-18
1219.00 FL-19
1220.00 FL-20
1221.00 FL-21
1222.00 FL-22
1223.00 FL-23
1224.00 FL-24
1225.00 FL-25
1260.00 FL-Sen
1270.00 FL-Gov
1301.00 GA-1
1302.00 GA-2
1303.00 GA-3
1304.00 GA-4
1305.00 GA-5
1306.00 GA-6
1307.00 GA-7
1308.00 GA-8
1309.00 GA-9
1310.00 GA-10
1311.00 GA-11
1312.00 GA-12
1313.00 GA-13
1360.00 GA-Sen
1370.00 GA-Gov
1501.00 HI-1
1502.00 HI-2
1560.00 HI-Sen
1570.00 HI-Gov
1601.00 ID-1
1602.00 ID-2
1660.00 ID-Sen
1670.00 ID-Gov
1701.00 IL-1
1702.00 IL-2
1703.00 IL-3
1704.00 IL-4
1705.00 IL-5
1706.00 IL-6
1707.00 IL-7
1708.00 IL-8
1709.00 IL-9
1710.00 IL-10

1711.00 IL-11
1712.00 IL-12
1713.00 IL-13
1714.00 IL-14
1715.00 IL-15
1716.00 IL-16
1717.00 IL-17
1718.00 IL-18
1719.00 IL-19
1760.00 IL-Sen
1770.00 IL-Gov
1801.00 IN-1
1802.00 IN-2
1803.00 IN-3
1804.00 IN-4
1805.00 IN-5
1806.00 IN-6
1807.00 IN-7
1808.00 IN-8
1809.00 IN-9
1860.00 IN-Sen
1870.00 IN-Gov
1901.00 IA-1
1902.00 IA-2
1903.00 IA-3
1904.00 IA-4
1905.00 IA-5
1960.00 IA-Sen
1970.00 IA-Gov
2001.00 KS-1
2002.00 KS-2
2003.00 KS-3
2004.00 KS-4
2060.00 KS-Sen
2070.00 KS-Gov
2101.00 KY-1
2102.00 KY-2
2103.00 KY-3
2104.00 KY-4
2105.00 KY-5
2106.00 KY-6
2160.00 KY-Sen
2170.00 KY-Gov
2201.00 LA-1
2202.00 LA-2
2203.00 LA-3
2204.00 LA-4
2205.00 LA-5
2206.00 LA-6
2207.00 LA-7
2260.00 LA-Sen
2270.00 LA-Gov
2301.00 ME-1
2302.00 ME-2
2360.00 ME-Sen
2370.00 ME-Gov
2401.00 MD-1
2402.00 MD-2

2403.00	MD-3
2404.00	MD-4
2405.00	MD-5
2406.00	MD-6
2407.00	MD-7
2408.00	MD-8
2460.00	MD-Sen
2470.00	MD-Gov
2501.00	MA-1
2502.00	MA-2
2503.00	MA-3
2504.00	MA-4
2505.00	MA-5
2506.00	MA-6
2507.00	MA-7
2508.00	MA-8
2509.00	MA-9
2510.00	MA-10
2560.00	MA-Sen
2570.00	MA-Gov
2601.00	MI-1
2602.00	MI-2
2603.00	MI-3
2604.00	MI-4
2605.00	MI-5
2606.00	MI-6
2607.00	MI-7
2608.00	MI-8
2609.00	MI-9
2610.00	MI-10
2611.00	MI-11
2612.00	MI-12
2613.00	MI-13
2614.00	MI-14
2615.00	MI-15
2660.00	MI-Sen
2670.00	MI-Gov
2701.00	MN-1
2702.00	MN-2
2703.00	MN-3
2704.00	MN-4
2705.00	MN-5
2706.00	MN-6
2707.00	MN-7
2708.00	MN-8
2760.00	MN-Sen
2770.00	MN-Gov
2801.00	MS-1
2802.00	MS-2
2803.00	MS-3
2804.00	MS-4
2860.00	MS-Sen
2870.00	MS-Gov
2901.00	MO-1
2902.00	MO-2
2903.00	MO-3
2904.00	MO-4
2905.00	MO-5

2906.00 MO-6
2907.00 MO-7
2908.00 MO-8
2909.00 MO-9
2960.00 MO-Sen
2970.00 MO-Gov
3001.00 MT-1
3060.00 MT-Sen
3070.00 MT-Gov
3101.00 NE-1
3102.00 NE-2
3103.00 NE-3
3160.00 NE-Sen
3170.00 NE-Gov
3201.00 NV-1
3202.00 NV-2
3203.00 NV-3
3260.00 NV-Sen
3270.00 NV-Gov
3301.00 NH-1
3302.00 NH-2
3360.00 NH-Sen
3370.00 NH-Gov
3401.00 NJ-1
3402.00 NJ-2
3403.00 NJ-3
3404.00 NJ-4
3405.00 NJ-5
3406.00 NJ-6
3407.00 NJ-7
3408.00 NJ-8
3409.00 NJ-9
3410.00 NJ-10
3411.00 NJ-11
3412.00 NJ-12
3413.00 NJ-13
3460.00 NJ-Sen
3470.00 NJ-Gov
3501.00 NM-1
3502.00 NM-2
3503.00 NM-3
3560.00 NM-Sen
3570.00 NM-Gov
3601.00 NY-1
3602.00 NY-2
3603.00 NY-3
3604.00 NY-4
3605.00 NY-5
3606.00 NY-6
3607.00 NY-7
3608.00 NY-8
3609.00 NY-9
3610.00 NY-10
3611.00 NY-11
3612.00 NY-12
3613.00 NY-13
3614.00 NY-14
3615.00 NY-15

3616.00	NY-16
3617.00	NY-17
3618.00	NY-18
3619.00	NY-19
3620.00	NY-20
3621.00	NY-21
3622.00	NY-22
3623.00	NY-23
3624.00	NY-24
3625.00	NY-25
3626.00	NY-26
3627.00	NY-27
3628.00	NY-28
3629.00	NY-29
3660.00	NY-Sen
3670.00	NY-Gov
3701.00	NC-1
3702.00	NC-2
3703.00	NC-3
3704.00	NC-4
3705.00	NC-5
3706.00	NC-6
3707.00	NC-7
3708.00	NC-8
3709.00	NC-9
3710.00	NC-10
3711.00	NC-11
3712.00	NC-12
3713.00	NC-13
3760.00	NC-Sen
3770.00	NC-Gov
3801.00	ND-1
3860.00	ND-Sen
3870.00	ND-Gov
3901.00	OH-1
3902.00	OH-2
3903.00	OH-3
3904.00	OH-4
3905.00	OH-5
3906.00	OH-6
3907.00	OH-7
3908.00	OH-8
3909.00	OH-9
3910.00	OH-10
3911.00	OH-11
3912.00	OH-12
3913.00	OH-13
3914.00	OH-14
3915.00	OH-15
3916.00	OH-16
3917.00	OH-17
3918.00	OH-18
3960.00	OH-Sen
3970.00	OH-Gov
4001.00	OK-1
4002.00	OK-2
4003.00	OK-3
4004.00	OK-4

4005.00 OK-5
4060.00 OK-Sen
4070.00 OK-Gov
4101.00 OR-1
4102.00 OR-2
4103.00 OR-3
4104.00 OR-4
4105.00 OR-5
4160.00 OR-Sen
4170.00 OR-Gov
4201.00 PA-1
4202.00 PA-2
4203.00 PA-3
4204.00 PA-4
4205.00 PA-5
4206.00 PA-6
4207.00 PA-7
4208.00 PA-8
4209.00 PA-9
4210.00 PA-10
4211.00 PA-11
4212.00 PA-12
4213.00 PA-13
4214.00 PA-14
4215.00 PA-15
4216.00 PA-16
4217.00 PA-17
4218.00 PA-18
4219.00 PA-19
4260.00 PA-Sen
4270.00 PA-Gov
4401.00 RI-1
4402.00 RI-2
4460.00 RI-Sen
4470.00 RI-Gov
4501.00 SC-1
4502.00 SC-2
4503.00 SC-3
4504.00 SC-4
4505.00 SC-5
4506.00 SC-6
4560.00 SC-Sen
4570.00 SC-Gov
4601.00 SD-1
4660.00 SD-Sen
4670.00 SD-Gov
4701.00 TN-1
4702.00 TN-2
4703.00 TN-3
4704.00 TN-4
4705.00 TN-5
4706.00 TN-6
4707.00 TN-7
4708.00 TN-8
4709.00 TN-9
4760.00 TN-Sen
4770.00 TN-Gov
4801.00 TX-1

4802.00 TX-2
4803.00 TX-3
4804.00 TX-4
4805.00 TX-5
4806.00 TX-6
4807.00 TX-7
4808.00 TX-8
4809.00 TX-9
4810.00 TX-10
4811.00 TX-11
4812.00 TX-12
4813.00 TX-13
4814.00 TX-14
4815.00 TX-15
4816.00 TX-16
4817.00 TX-17
4818.00 TX-18
4819.00 TX-19
4820.00 TX-20
4821.00 TX-21
4822.00 TX-22
4823.00 TX-23
4824.00 TX-24
4825.00 TX-25
4826.00 TX-26
4827.00 TX-27
4828.00 TX-28
4829.00 TX-29
4830.00 TX-30
4831.00 TX-31
4832.00 TX-32
4860.00 TX-Sen
4870.00 TX-Gov
4901.00 UT-1
4902.00 UT-2
4903.00 UT-3
4960.00 UT-Sen
4970.00 UT-Gov
5001.00 VT-1
5060.00 VT-Sen
5070.00 VT-Gov
5101.00 VA-1
5102.00 VA-2
5103.00 VA-3
5104.00 VA-4
5105.00 VA-5
5106.00 VA-6
5107.00 VA-7
5108.00 VA-8
5109.00 VA-9
5110.00 VA-10
5111.00 VA-11
5160.00 VA-Sen
5170.00 VA-Gov
5301.00 WA-1
5302.00 WA-2
5303.00 WA-3
5304.00 WA-4

5305.00	WA-5
5306.00	WA-6
5307.00	WA-7
5308.00	WA-8
5309.00	WA-9
5360.00	WA-Sen
5370.00	WA-Gov
5401.00	WV-1
5402.00	WV-2
5403.00	WV-3
5460.00	WV-Sen
5470.00	WV-Gov
5501.00	WI-1
5502.00	WI-2
5503.00	WI-3
5504.00	WI-4
5505.00	WI-5
5506.00	WI-6
5507.00	WI-7
5508.00	WI-8
5560.00	WI-Sen
5570.00	WI-Gov
5601.00	WY-1
5660.00	WY-Sen
5670.00	WY-Gov

SPONSOR Type of entity that paid for the ad

Value	Label
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1.00	Candidate
2.00	Party
3.00	IG
4.00	Coordinated Expenditure

INTEREST Interest Group Name

INTGRPID Interest group identifier number

SUR_NAME Surname of Favored Candidate

FST_NAME First name of Favored Candidate

PARTY Party of Favored candidate

Value	Label
-------	-------

D	Democrat
G	Green
I	Independent
L	Libertarian
R	Republican

DMA DMA (media market) identifier

MARKET Market Name

SPOTLENG Length of Spot

STATION Station ad aired on

AFFILIAT Affiliate

AIRDATE Date of airing

AIRTIME Time of airing

DAY Day of week

EST_COST Estimated cost of airing (estimated by CMAG based on type of day of airing and market the spot aired on)

MEDIANAM MediaName

PROGRAMN Program Name

WEEK Weeks until the election

PFB_YN Does the ad say who paid for it?

Value Label

.00 No

1.0 Yes

2.0 Yes, not clear from storyboard, but found elsewhere

98 Possibly, but undecipherable from storyboard

PFB_ID Specifically what is the wording of the acknowledgement of sponsorship?

ACTN_YN Does the ad direct the viewer to take any action (as opposed to merely providing information)?

Value Label

.00 No

1.0 Yes

99 Not applicable

ACTN_TYP What is the action?

Value Label

.00 No action or not applicable

1.0 To vote for someone

2.0 To elect or re-elect someone

- 3.0 To support someone
- 4.0 To vote against someone
- 5.0 To defeat someone
- 6.0 To reject someone
- 7.0 To write, call, or tell someone to do something
- 8.0 To urge action or attention to a particular matter
- 9.0 To send a message someone to express yourself
- 10 To join an organization
- 11 To contribute money
- 90 Other
- 99 No action or not applicable

MAG_WORD 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"?

Value Label

- .00 No
- 1.0 Yes
- 2.0 Yes, but only in the Paid For By (PFB)
- 99 Not applicable

MAGWORD9 Specify any other variation or synonym of the above words or phrases:

PHONE Does it provide a phone number?

Value Label

- .00 No
- 1.0 Yes, toll number listed
- 2.0 Yes, toll-free telephone number listed
- 98 Don't know
- 99 Not applicable

MAIL_AD Does it provide a mailing address?

Value Label

- .00 No
- 1.0 Yes
- 98 Don't know
- 99 Not Applicable

WEBSITE Does it provide a website address?

Value Label

- .00 No
- 1.0 Yes
- 98 Don't know
- 99 Not Applicable

FC_MENTN Is the favored candidate mentioned in the ad?

Value Label

- .00 Not identified at all
- 1.0 Mentioned by name in the text of an ad

- 2.0 Pictured in the ad
- 3.0 Both mentioned and pictured in the ad
- 4.0 Mentioned only in the PFB of the ad
- 98 Don't know
- 99 Not applicable

FC_APEAR Does the favored candidate appear on screen narrating his or her ad?

Value Label

- .00 No
- 1.0 Yes
- 98 Don't know
- 99 Not Applicable

OP_MENTN Is the favored candidate's opponent mentioned in the ad?

Value Label

- .00 Not identified at all
- 1.0 Mentioned by name in the text of an ad
- 2.0 Pictured in the ad
- 3.0 Both mentioned and pictured in the ad
- 98 Don't know
- 99 Not applicable

AD_TONE In your judgment, is the primary purpose of the ad to promote a specific candidate ("In his distinguished career, Senator Jones has brought millions of dollars home. We need Senator Jones"), to attack a candidate ("In his long years in Washington, Senator Jones has raised your taxes over and over. We can't afford 6 more years of Jones.") or to contrast the candidates ("While Senator Jones has been raising your taxes, Representative Smith has been cutting them.")?

Value Label

- 1.0 Promote
- 2.0 Attack
- 3.0 Contrast
- 98 Don't know
- 99 Not applicable

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

Value Label

- 1.0 More promote than attack
- 2.0 About equal promote and attack
- 3.0 More attack than promote
- 99 Not a contrast ad or not applicable

CONT_FIN If the ad is a contrast ad, does it FINISH by promoting a candidate or attacking a candidate?

Value Label

- 1.0 Finishes Promoting
- 2.0 Finishes Attacking
- 3.0 Unsure/Unclear
- 98 Don't Know
- 99 Not a contrast ad or Not applicable

OFF_MENT Is the office at stake mentioned in the ad?

Value Label

- .00 No
- 1.0 Yes - referred to in transcript of the ad
- 2.0 Yes - written in some of the visual frames of the ad
- 3.0 Yes - referred to in both the transcript and in the visual frames of the ad
- 98 Don't know
- 99 Not applicable

[For **FC_ADJ1** and **FC_ADJ2**] Are any of the listed characterizations used to describe the favored candidate? (Select only if the word or a minor variation thereof is mentioned directly).

FC_ADJ1 Favored candidate adjective 1

Value Label

- 1.0 Bipartisan
- 2.0 Bold
- 3.0 Caring/empathetic/understanding/hears concerns
- 4.0 Committed
- 5.0 Common sense
- 6.0 Compassionate
- 7.0 Competent/knows how to get things done
- 8.0 Conservative
- 9.0 Family man/family woman
- 10 Father/fatherly
- 11 Fiscally conservative
- 12 Friend of Bush
- 13 Hard-working
- 14 Honest
- 15 Independent
- 16 Innovative
- 17 Liberal
- 18 Leader
- 19 Moderate/Middle of the road/ Mainstream
- 20 Mother/motherly
- 21 Patriotic/American values
- 22 Progressive
- 23 Protector
- 24 Principled
- 25 Proven/tested/experienced
- 26 Reformer
- 27 Religious/spiritual/moral values
- 28 Self-made
- 29 Tough/a fighter
- 30 Visionary
- 90 Other, not listed
- 95 No adjectives or descriptions of candidates
- 99 Not applicable

FC_ADJ2 Favored candidate adjective 2

Value Label

- 1.0 Bipartisan

- 2.0 Bold
- 3.0 Caring/empathetic/understanding/hears concerns
- 4.0 Committed
- 5.0 Common sense
- 6.0 Compassionate
- 7.0 Competent/knows how to get things done
- 8.0 Conservative
- 9.0 Family man/family woman
- 10 Father/fatherly
- 11 Fiscally conservative
- 12 Friend of Bush
- 13 Hard-working
- 14 Honest
- 15 Independent
- 16 Innovative
- 17 Liberal
- 18 Leader
- 19 Moderate/Middle of the road/ Mainstream
- 20 Mother/motherly
- 21 Patriotic/American values
- 22 Progressive
- 23 Protector
- 24 Principled
- 25 Proven/tested/experienced
- 26 Reformer
- 27 Religious/spiritual/moral values
- 28 Self-made
- 29 Tough/a fighter
- 30 Visionary
- 90 Other, not listed
- 95 No adjectives or descriptions of candidates
- 99 Not applicable

FC_ADJ90 Other, not listed, favored candidate adjective

[For **OP_ADJ1** and **OP_ADJ2**] Are any of the listed characterizations used to describe the opposing candidate? (Select only if the word or a minor variation thereof is mentioned directly).

OP_ADJ1 Opposing candidate adjective 1

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F3.2

Write Format: F3.2

Value Label

- 1.0 Career politician
- 2.0 Dangerous
- 3.0 Extremist/radical
- 4.0 Failure
- 5.0 Friend (puppet) of Nat'l Rifle Association
- 6.0 Friend (puppet) of religious right
- 7.0 Friend (puppet) of special interests
- 8.0 Friend (puppet) of the Bushes
- 9.0 Heartless
- 10 Hypocrite
- 11 Incompetent
- 12 Liberal

- 13 Negative
- 14 Partisan/uncompromising
- 15 Reckless
- 16 Right-wing/reactionary
- 17 Risky
- 18 Soft/weak
- 19 Taxing (or some version of liking taxes)
- 20 Traitor/turncoat
- 21 Unpatriotic
- 22 Washington insider
- 90 Other
- 95 No adjectives or descriptions of candidates
- 99 Not applicable

OP_ADJ2 Opposing candidate adjective 2

- | Value | Label |
|-------|---|
| 1.0 | Career politician |
| 2.0 | Dangerous |
| 3.0 | Extremist/radical |
| 4.0 | Failure |
| 5.0 | Friend (puppet) of Nat'l Rifle Association |
| 6.0 | Friend (puppet) of religious right |
| 7.0 | Friend (puppet) of special interests |
| 8.0 | Friend (puppet) of the Bushes |
| 9.0 | Heartless |
| 10 | Hypocrite |
| 11 | Incompetent |
| 12 | Liberal |
| 13 | Negative |
| 14 | Partisan/uncompromising |
| 15 | Reckless |
| 16 | Right-wing/reactionary |
| 17 | Risky |
| 18 | Soft/weak |
| 19 | Taxing (or some version of liking taxes) |
| 20 | Traitor/turncoat |
| 21 | Unpatriotic |
| 22 | Washington insider |
| 90 | Other |
| 95 | No adjectives or descriptions of candidates |
| 99 | Not applicable |

OP_ADJ90 Other, not listed, opposing candidate adjective

PARTY_MN Does the ad mention the party label (i.e. Democrat or Republican) of the favored candidate or the opponent?

- | Value | Label |
|-------|--|
| .00 | No |
| 1.0 | Yes, favored candidate's party |
| 2.0 | Yes, opposing candidate's party |
| 3.0 | Yes, both candidates' party affiliations are mentioned |
| 98 | Don't know |
| 99 | Not applicable |

HUMOR Is the ad intended to be humorous?

Value Label

.00 No
1.0 Yes
98 Don't know
99 Not Applicable

SUP_SRCE Does the ad cite supporting sources (including footnotes) to bolster various claims?

Value Label

.00 No
1.0 Yes, a newspaper article
2.0 Yes, a newspaper editorial
3.0 Yes, an opponent's campaign advertising
90 Yes, other
98 Don't know
99 Not applicable

OP_AD Is an opponent's commercial mentioned or shown on screen?

Value Label

.00 No
1.0 Yes, opponent's commercial is referred to in text of the ad
2.0 Yes, opponent's commercial is shown on screen during segment
3.0 Yes, opponent's commercial is referred to in text and on screen
98 Don't know
99 Not applicable

REBUT Does the ad refute any specific claims made about the favored candidate?

Value Label

.00 No
1.0 Yes
98 Don't know
99 Not applicable

NEGMENT Does the ad mention negative or dirty campaigning by opponents?

Value Label

.00 No
1.0 Yes
98 Don't know
99 Not applicable

PER_POLY In your judgment, is the primary focus of this ad the personal characteristics of either candidate or on policy matters?

Value Label

.00 Neither
1.0 Personal characteristics
2.0 Policy matters

- 3.0 Both personal and policy
- 98 Don't know
- 99 Not applicable

LANGUAGE What is the primary language of the ad?

Value Label

- 1.0 English
- 2.0 Spanish
- 98 Don't Know

FLAG Does an American flag appear in the ad?

Value Label

- .00 No
- 1.0 Yes
- 99 Not applicable

SEPT11 Is there an explicit mention of September 11th or the attack

Value Label

- .00 No
- 1.0 Yes
- 99 Not applicable

BUSHMENT Is George W Bush mentioned or pictured in the ad?

Value Label

- .00 No
- 1.0 Yes, in a way to show support/approval of GWB or associate favored candidate with GWB
- 2.0 Yes, in a way to show opposition/disapproval of GWB or associate opponent with GWB
- 3.0 Yes, unclear whether in support/approval or opposition/disapproval

CF_YN Is there a central figure, who would receive top billing if the actors were credited in the ad?

Value Label

- .00 No
- 1.0 Yes
- 98 Don't know
- 99 Not applicable

CF_ID If yes, who is the central figure?

Value Label

- 1.0 Favored Candidate
- 2.0 Opponent
- 3.0 Male non-candidate
- 4.0 Female non-candidate
- 5.0 Newspaper or otherwise 'disembodied' person
- 98 Don't know
- 99 No central figure

CFWITHFC Does the favored candidate appear with this person?

Value Label

- .00 No
- 1.0 Yes
- 98 Don't know
- 99 N/A, No central figure or CF is favored candidate, opponent

CF_AGE In terms of life cycle, how old is the central figure?

Value Label

- .00 Infant (0-2)
- 1.0 Child (3-11)
- 2.0 Adolescent (12-17)
- 3.0 Young Adult (18-40)
- 4.0 Middle Age (40-60)
- 5.0 Elderly (65+)
- 98 Don't know
- 99 N/A, No central figure or CF is favored candidate, opponent

CF_RACE What is the race/ethnicity of this person?

Value Label

- .00 White/Caucasian
- 1.0 African-American
- 2.0 Asian-American
- 3.0 Hispanic
- 90 Other
- 98 Don't know
- 99 N/A, No central figure or CF is favored candidate, opponent

CFCRED What is the main basis of credibility of the central figure in the ad?

Value Label

- .00 No main source of credibility
- 1.0 Candidate – general
- 2.0 Personal relationship with candidate
- 3.0 Worker
- 4.0 Teacher
- 5.0 Parent/Family
- 6.0 Law Enforcement
- 7.0 Politician, other than candidate
- 8.0 Senior Citizen
- 9.0 Woman
- 10 Doctor/Medical Personnel/Pharmacist
- 11 Celebrity
- 12 Citizen
- 13 Veteran/Military Personnel
- 14 Farmer
- 90 Other
- 98 Don't know
- 99 N/A, No central figure or CF is opponent or 'disembodied' person

CFCRED90 Other, not listed, source of credibility

[For **ACTOR1** and **ACTOR2**] Aside from the central figure (or if there is no central figure) who else figures prominently in the ad?

ACTOR1 Primary actor(s) (the actor who plays the largest role):

Value	Label
.00	None
1.0	Children
2.0	Adolescents
3.0	Elderly
4.0	Citizens
5.0	Workers
6.0	Teachers
7.0	Parents/Families
8.0	Law Enforcement
9.0	Politicians, other than candidate
10	Women
11	Doctors/Medical Personnel
12	Celebrities
13	Opponent
14	Favored Candidate
15	Friends or Family of Candidate
16	Veteran/Military Personnel
17	Farmer
90	Other
98	Don't know
99	Not applicable

ACTOR2 Secondary actor

Value	Label
.00	None
1.0	Children
2.0	Adolescents
3.0	Elderly
4.0	Citizens
5.0	Workers
6.0	Teachers
7.0	Parents/Families
8.0	Law Enforcement
9.0	Politicians, other than candidate
10	Women
11	Doctors/Medical Personnel
12	Celebrities
13	Opponent
14	Favored Candidate
15	Friends or Family of Candidate
16	Veteran/Military Personnel
17	Farmer
90	Other
98	Don't know
99	Not applicable

ACTOR90 Other, not listed, actor

[For **FC_FAM1**, **FC_FAM2** , **FC_FAM3** , **FC_FAM4** ,and **FC_ADJ5**] If family of candidate appear, which member(s) in particular?

FC_FAM1 Family member1

Value	Label
.00	Mother
1.0	Father
2.0	Spouse
3.0	Daughter
4.0	Son
98	Don't know
99	Not applicable / no other family members

FC_FAM2 Family member2

Value	Label
.00	Mother
1.0	Father
2.0	Spouse
3.0	Daughter
4.0	Son
98	Don't know
99	Not applicable / no other family members

FC_FAM3 Family member3

Value	Label
.00	Mother
1.0	Father
2.0	Spouse
3.0	Daughter
4.0	Son
98	Don't know
99	Not applicable / no other family members

FC_FAM4 Family member4

Value	Label
.00	Mother
1.0	Father
2.0	Spouse
3.0	Daughter
4.0	Son
98	Don't know
99	Not applicable / no other family members

FC_FAM5 Family member5

Value	Label
.00	Mother
1.0	Father

- 2.0 Spouse
- 3.0 Daughter
- 4.0 Son
- 98 Don't know
- 99 Not applicable / no other family members

FC_SPACT Does the favored candidate appear with supporting actors?

Value Label

- .00 No
- 1.0 Yes
- 98 Don't know
- 99 Not applicable

SPACTPRP How are the supporting actors used?

Value Label

- .00 Props, seen but not heard from
- 1.0 Delivering a message
- 98 Don't know
- 99 FC not appearing with supporting actors or N/A

[For **LOCATN1** and **LOCATN2**] Where does the ad take place? If there is a central figure, answer only for this person.

LOCATN1 Location 1

Value Label

- 0 No location
- 1 School
- 2 Hospital/Pharmacy/Healthcare (NOT nursing home or elderly ca
- 3 Old age home
- 4 Blue-collar worksite (factory, construction site etc)
- 5 White-collar office
- 6 Streets
- 7 Court/Justice system/Prison (NOT police)
- 8 Domestic uniformed protection (police or firefighters)
- 9 Military setting
- 10 Natural (forest, river, lakes, streams etc)
- 11 Political setting (office, legislature, rally, political mee
- 12 Home, neighborhood
- 13 Farm/Ranch
- 90 Other, specify
- 98 Don't know
- 99 Not applicable

LOCATN2 Location 2

Value Label

- 0 No location
- 1 School
- 2 Hospital/Pharmacy/Healthcare (NOT nursing home or elderly ca
- 3 Old age home
- 4 Blue-collar worksite (factory, construction site etc)

- 5 White-collar office
- 6 Streets
- 7 Court/Justice system/Prison (NOT police)
- 8 Domestic uniformed protection (police or firefighters)
- 9 Military setting
- 10 Natural (forest, river, lakes, streams etc)
- 11 Political setting (office, legislature, rally, political meeting)
- 12 Home, neighborhood
- 13 Farm/Ranch
- 90 Other
- 98 Don't know
- 99 Not applicable

LOCATN90 Other, not specified, location

FC_LOC1 If favored candidate is NOT the central figure, but appears in the ad, where does he/she appear?

Value Label

- 0 No location
- 1 School
- 2 Hospital/Pharmacy/Healthcare (NOT nursing home or elderly ca
- 3 Old age home
- 4 Blue-collar worksite (factory, construction site etc)
- 5 White-collar office
- 6 Streets
- 7 Court/Justice system/Prison (NOT police)
- 8 Domestic uniformed protection (police or firefighters)
- 9 Military setting
- 10 Natural (forest, river, lakes, streams etc)
- 11 Political setting (office, legislature, rally, political meeting)
- 12 Home, neighborhood
- 13 Farm/Ranch
- 90 Other
- 98 Don't know
- 99 Favored candidate is the central figure or N/A

FC_LOC90 Other, not specified, favored candidate location

NARATOR1 Who speaks to the audience in the ad?, primary narrator

Value Label

- 0 Central Figure
- 1 Supporting Actors
- 2 Voiceover/ Announcer
- 98 Don't know
- 99 Not applicable

NARATOR2 Secondary narrator

Value Label

- 0 Central Figure
- 1 Supporting Actors
- 2 Voiceover/ Announcer
- 98 Don't know

99 Not applicable

ENDRSE Does the ad include endorsements?

Value Label

0 No
1 Yes
98 Don't know
99 Not applicable

ENDRID1 First endorsement

Value Label

1 Newspaper(s)
2 Law enforcement (police and prosecutors)
3 Politicians
4 Unions
5 Interest Groups
6 Teacher Groups
90 Other
98 Don't know
99 Not applicable/ No other endorsement / No endorsement

ENDRID2 Second endorsement

Value Label

1 Newspaper(s)
2 Law enforcement (police and prosecutors)
3 Politicians
4 Unions
5 Interest Groups
6 Teacher Groups
90 Other
98 Don't know
99 Not applicable/ No other endorsement / No endorsement

ENDRID90 Other, not specified, endorsement

CELEBRTY Is a political figure or celebrity featured in the ad supporting the candidate?

Value Label

0 No
1 Rudy Giuliani
2 John McCain
3 George W. Bush
4 Bill Clinton
90 Other
98 Don't know
99 Not applicable

CELEB90 Other, not listed, celebrity or political figure

[For **THEME1** , **THEME2** , **THEME3**, and **THEME4**] Do any of the following campaign themes appear in the ad?

THEME1 Theme 1

Value Label

- 0 NONE
- 1 WOMEN'S HEALTH CONCERNS
- 2 EDUCATION
- 3 AGED/ELDERLY
- 4 HEALTH PROBLEMS/COST OF MEDICAL CARE
- 5 POVERTY
- 6 CRIME/VIOLENCE
- 7 MORAL/RELIGIOUS DECAY
- 8 Against (increased) government spending; balancing of the (n
- 9 NARCOTICS
- 10 RECESSION, DEPRESSION

THEME2 Theme 2

Value Label

- 0 NONE
- 1 WOMEN'S HEALTH CONCERNS
- 2 EDUCATION
- 3 AGED/ELDERLY
- 4 HEALTH PROBLEMS/COST OF MEDICAL CARE
- 5 POVERTY
- 6 CRIME/VIOLENCE
- 7 MORAL/RELIGIOUS DECAY
- 8 Against (increased) government spending; balancing of the (n
- 9 NARCOTICS
- 10 RECESSION, DEPRESSION

THEME3 Theme 3

Value Label

- 0 NONE
- 1 WOMEN'S HEALTH CONCERNS
- 2 EDUCATION
- 3 AGED/ELDERLY
- 4 HEALTH PROBLEMS/COST OF MEDICAL CARE
- 5 POVERTY
- 6 CRIME/VIOLENCE
- 7 MORAL/RELIGIOUS DECAY
- 8 Against (increased) government spending; balancing of the (n
- 9 NARCOTICS
- 10 RECESSION, DEPRESSION

THEME4 Theme 4

Value Label

- 0 NONE
- 1 WOMEN'S HEALTH CONCERNS
- 2 EDUCATION
- 3 AGED/ELDERLY
- 4 HEALTH PROBLEMS/COST OF MEDICAL CARE

- 5 POVERTY
- 6 CRIME/VIOLENCE
- 7 MORAL/RELIGIOUS DECAY
- 8 Against (increased) government spending; balancing of the (n
- 9 NARCOTICS
- 10 RECESSION, DEPRESSION

[For **ISSUE1** , **ISSUE2** , **ISSUE3**, and **ISSUE4**] Please list the issues that come up in this ad in the order in which they appear?

ISSUE1 Issue 1

Value Label

- 1 Background
- 2 Political record
- 3 Attendance record
- 4 Ideology
- 5 Personal values
- 6 Honesty/Integrity
- 7 Special Interests
- 8 Constituent service/casework
- 10 Taxes
- 11 Deficit/ surplus/ budget/ debt
- 12 Government Spending
- 13 Minimum wage
- 14 Farming (eg friend of)
- 15 Business (eg friend of)
- 16 Union (eg friend of)
- 17 Employment/ jobs
- 18 Poverty
- 19 International trade/globalization
- 20 Abortion
- 21 Homosexuality/Gay & Lesbian Rights
- 22 Moral/family/religious values
- 24 Affirmative action
- 25 Gambling
- 26 Assisted suicide/euthanasia
- 27 Civil Liberties/privacy
- 28 Creationism
- 30 Crime
- 31 Narcotics/illegal drugs
- 32 Death penalty/capital punishment
- 33 Gun control
- 40 Education/schools
- 41 Health care
- 42 Child care
- 43 Other child-related issues
- 44 Social Security
- 45 Medicare
- 46 Welfare
- 47 Prescription drugs
- 48 Women's health
- 50 Defense/military
- 51 Missile defense/Star wars
- 52 Veterans
- 53 Foreign policy
- 54 Foreign Aid

- 55 Terrorism
- 56 Middle East
- 57 China
- 58 Afghanistan
- 60 Bush
- 61 Supreme Court/Florida/ballot reform
- 62 Karl Rove/Bush staff
- 63 Competence
- 70 Environment
- 71 Immigration
- 72 Energy
- 73 Local issues
- 74 Civil rights/race relations
- 75 Campaign finance reform
- 76 Term limits
- 77 Government ethics
- 78 Sexual harassment
- 79 Enron/ Corporate fraud
- 80 September 11
- 81 Pledge of Allegiance
- 90 Other
- 99 None / No other issues

ISSUE2 Issue 2

Value Label

- 1 Background
- 2 Political record
- 3 Attendance record
- 4 Ideology
- 5 Personal values
- 6 Honesty/Integrity
- 7 Special Interests
- 8 Constituent service/casework
- 10 Taxes
- 11 Deficit/ surplus/ budget/ debt
- 12 Government Spending
- 13 Minimum wage
- 14 Farming (eg friend of)
- 15 Business (eg friend of)
- 16 Union (eg friend of)
- 17 Employment/ jobs
- 18 Poverty
- 19 International trade/globalization
- 20 Abortion
- 21 Homosexuality/Gay & Lesbian Rights
- 22 Moral/family/religious values
- 24 Affirmative action
- 25 Gambling
- 26 Assisted suicide/euthanasia
- 27 Civil Liberties/privacy
- 28 Creationism
- 30 Crime
- 31 Narcotics/illegal drugs
- 32 Death penalty/capital punishment
- 33 Gun control
- 40 Education/schools

- 41 Health care
- 42 Child care
- 43 Other child-related issues
- 44 Social Security
- 45 Medicare
- 46 Welfare
- 47 Prescription drugs
- 48 Women's health
- 50 Defense/military
- 51 Missile defense/Star wars
- 52 Veterans
- 53 Foreign policy
- 54 Foreign Aid
- 55 Terrorism
- 56 Middle East
- 57 China
- 58 Afghanistan
- 60 Bush
- 61 Supreme Court/Florida/ballot reform
- 62 Karl Rove/Bush staff
- 63 Competence
- 70 Environment
- 71 Immigration
- 72 Energy
- 73 Local issues
- 74 Civil rights/race relations
- 75 Campaign finance reform
- 76 Term limits
- 77 Government ethics
- 78 Sexual harassment
- 79 Enron/ Corporate fraud
- 80 September 11
- 81 Pledge of Allegiance
- 90 Other
- 99 None / No other issues

ISSUE3 Issue 3

Value Label

- 1 Background
- 2 Political record
- 3 Attendance record
- 4 Ideology
- 5 Personal values
- 6 Honesty/Integrity
- 7 Special Interests
- 8 Constituent service/casework
- 10 Taxes
- 11 Deficit/ surplus/ budget/ debt
- 12 Government Spending
- 13 Minimum wage
- 14 Farming (eg friend of)
- 15 Business (eg friend of)
- 16 Union (eg friend of)
- 17 Employment/ jobs
- 18 Poverty
- 19 International trade/globalization

- 20 Abortion
- 21 Homosexuality/Gay & Lesbian Rights
- 22 Moral/family/religious values
- 24 Affirmative action
- 25 Gambling
- 26 Assisted suicide/euthanasia
- 27 Civil Liberties/privacy
- 28 Creationism
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- 31 Narcotics/illegal drugs
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- 63 Competence
- 70 Environment
- 71 Immigration
- 72 Energy
- 73 Local issues
- 74 Civil rights/race relations
- 75 Campaign finance reform
- 76 Term limits
- 77 Government ethics
- 78 Sexual harassment
- 79 Enron/ Corporate fraud
- 80 September 11
- 81 Pledge of Allegiance
- 90 Other
- 99 None / No other issues

ISSUE4 Issue 4

Value Label

- 1 Background
- 2 Political record
- 3 Attendance record
- 4 Ideology
- 5 Personal values

- 6 Honesty/Integrity
- 7 Special Interests
- 8 Constituent service/casework
- 10 Taxes
- 11 Deficit/ surplus/ budget/ debt
- 12 Government Spending
- 13 Minimum wage
- 14 Farming (eg friend of)
- 15 Business (eg friend of)
- 16 Union (eg friend of)
- 17 Employment/ jobs
- 18 Poverty
- 19 International trade/globalization
- 20 Abortion
- 21 Homosexuality/Gay & Lesbian Rights
- 22 Moral/family/religious values
- 24 Affirmative action
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- 62 Karl Rove/Bush staff
- 63 Competence
- 70 Environment
- 71 Immigration
- 72 Energy
- 73 Local issues
- 74 Civil rights/race relations
- 75 Campaign finance reform
- 76 Term limits
- 77 Government ethics
- 78 Sexual harassment
- 79 Enron/ Corporate fraud
- 80 September 11

- 81 Pledge of Allegiance
- 90 Other
- 99 None / No other issues

ISSUE90 Other, not listed, issue