As stated in the data use agreement:

Any published writing that is in any way based upon, or that in any way makes reference to, [the] Data shall contain an acknowledgment that the Data have been utilized and that [the] Data have been obtained by the Scholar from the Wisconsin Advertising Project in the following terms:

“The data were obtained from a project of the University of Wisconsin Advertising Project includes media tracking data from TNSMI/Campaign Media Analysis Group in Washington, D.C. The University of 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 University of Wisconsin Advertising Project or The Pew Charitable Trusts.”

[The] data should be cited as follows:

Targeting data (including cost estimates) and creatives of each spot were supplied to the Wisconsin Advertising Project by TNSMI/CMAG. Each creative was coded by project staff before being merged to the targeting data.

This dataset contains all those ads that aired in the presidential primary and general election races in 2003 and 2004.
Variables within the SPSS dataset:

ADCODE Unique id number for each creative
Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

COUNT Column of 1 used for aggregating purposes
Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

CREATIVE Creative Name
Source: TNSMI/CMAG

MARKET Media Market creative aired in
Source: TNSMI/CMAG

SPOTLENG Length of creative (seconds)
Source: TNSMI/CMAG

STATION Station creative aired on
Source: TNSMI/CMAG

AFFILIAT Affiliate creative aired on
Source: TNSMI/CMAG

DATE Date of airing
Source: TNSMI/CMAG

DAY Day of week of airing
Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

MONTH Month of airing
Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

MONTH_NU Month number beginning with January 2003
Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

DAYS_TO Days until November 2004 election
Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

WEEKS_TO Weeks until November 2004 election
Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

AIRTIME Time of airing
Source: TNSMI/CMAG

EST_COST Estimated cost of airing (dollars), based on normal cost of timeslot within market
Source: TNSMI/CMAG

PROGRAMN Program Name
Source: TNSMI/CMAG
**FIPS**  State FIPS code of race creative is aired to influence

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**

<table>
<thead>
<tr>
<th>Value</th>
<th>State</th>
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<tbody>
<tr>
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<td>AL</td>
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<td>AK</td>
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<tr>
<td>41</td>
<td>OR</td>
</tr>
<tr>
<td>42</td>
<td>PA</td>
</tr>
<tr>
<td>44</td>
<td>RI</td>
</tr>
</tbody>
</table>
45 SC
46 SD
47 TN
48 TX
49 UT
50 VT
51 VA
53 WA
54 WV
55 WI
56 WY
99 US (National office)

**STATDIST** Unique race number. Because all data are presidential, all cases are coded 9980

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**CAND_ID** Candidate name (State/Surname_Firstname)

Since all candidates are presidential, the State is coded as US.

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**PARTY** Party of Favored candidate

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
0 No favored candidate
1 Democratic
2 Republican
3 Libertarian
98 Unknown Party

**OFFICE** Office at stake

Because all data are presidential, all cases are coded 1

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
1 President

**SPONSOR** Sponsor of Spot

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
1 Candidate
2 Party
3 Interest Group
4 Coordinated/Hybrid

**GROUP_NA** Name of advertiser (if not candidate’s own committee), including names of which particular party entity aired party spots, gained from the spot’s disclaimer
EPFB_YN Does the ad say who paid for it?
Value Label
0 No
1 Yes, noted on storyboard
2 Yes, undecipherable from the storyboard but discovered by other means
98 Possibly, but undecipherable
EPFB_ID Specifically what is the wording of the acknowledgement of sponsorship?
Value Label
EACN_YN Does the ad direct the viewer to take any action (as opposed to merely providing information)?
Value Label
0 No
1 Yes
98 Don't know
99 Not Applicable
EACN_TYP What is the action?
Value Label
0 No action or not applicable
1 To vote for someone
2 To elect or re-elect someone
3 To support someone
4 To vote against someone
5 To defeat someone
6 To reject someone
7 To write, call, or tell someone to do something
8 To urge action or attention to a particular matter
9 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
EMAG_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?
Value Label
**EMGWRD90** Specify any other variation or synonym of the above words or phrases
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMag*

**EPHONE** Does it provide a phone number?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMag*

**Value Label**
0 No
1 Yes, toll number listed
2 Yes, toll-free telephone number listed
98 Don't know
99 Not Applicable

**EMAIL_AD** Does it provide a mailing address?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMag*

**Value Label**
0 No
1 Yes
98 Don't know
99 Not Applicable

**EWEBSITE** Does it provide a website address?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMag*

**Value Label**
0 No
1 Yes
98 Don't know
99 Not Applicable

**EAPPROVE** Where does the candidate's oral approval of the spot appear? (Federal Races only)
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMag*

**Value Label**
0 No oral statement of approval/authorization
1 Appears at the beginning of the spot
2 Appears in the middle of the spot
3 Appears at the end of the spot
99 Not applicable/Not a federal spot

**AP_ELAB** Is there an explanation or elaboration for the candidate's approval of the message? (Federal Contests Only)
Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

**Value Label**
- 0 Candidate does not elaborate/explain authorization
- 1 Candidate explains approval, i.e. "I approve this message because..."
- 90 Other
- 98 Don't know
- 99 Not applicable/Not a federal spot

**AP_ELAB90** Specify elaboration of candidate's approval of the message

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

**Value Label**
- 0 No, authorization stated in voiceover
- 1 Yes, candidate authorizes message on screen
- 98 Don't know
- 99 Not applicable/No video of spot available

**AP_VID** If video of ad is available: Does the candidate physically appear on screen and speak to the audience during authorization?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

**Value Label**
- 0 Not identified at all
- 1 Mentioned by name in the text of an ad
- 2 Pictured in the ad
- 3 Both mentioned and pictured in the ad
- 4 Mentioned only in the text PFB of the ad
- 5 Mentioned only in the oral approval/authorization of the ad
- 98 Don’t know
- 99 Not applicable

**EFC_MNTN** Is the favored candidate mentioned in the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

**Value Label**
- 0 No
- 1 Yes
- 2 Yes - only appears in the oral approval/authorization of the ad
- 98 Don't know
- 99 Not applicable

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

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

**Value Label**
- 0 No
- 1 Yes
- 2 Yes - only appears in the oral approval/authorization of the ad
- 98 Don't know
- 99 Not applicable

**EOP_MNTN** Is the favored candidate's opponent mentioned in the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG
**Value Label**
0 Not identified at all  
1 Mentioned by name in the text of an ad?  
2 Pictured in the ad  
3 Both mentioned and pictured in the ad  
98 Don't know  
99 Not applicable  

**EAD_TONE** In your judgment, is the primary purpose of the ad to promote a specific candidate, to attack a candidate or to contrast the candidates?  
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*  
**Value Label**  
1 Attack  
2 Contrast  
3 Promote  
98 Don't Know  
99 Not Applicable  

**ECNT_PRP** If the ad is a contrast ad, what proportion of the ad promotes (as opposed to attacks) a candidate?  
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*  
**Value Label**  
1 More promote than attack  
2 About equal promote and attack  
3 More attack than promote  
4 Only contrasting element is brief statement with the oral approval/authorization of the ad  
99 Not a contrast ad / Not applicable  

**ECNT_FIN** If the ad is a contrast ad, does it finish by promoting a candidate or attacking a candidate?  
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*  
**Value Label**  
1 Finishes Promoting  
2 Finishes Attacking  
98 Unsure/Unclear  
99 Not applicable / Not a contrast ad  

**ENEG_WHO** If the ad is a negative or contrast ad, who is being attacked or who is the favored candidate being compared to?  
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*  
**Value Label**  
0 Not a negative or contrast ad  
1 Primary opponent(s)  
2 General election opponent(s)  
3 Both primary and general election opponent(s)
90 Unsure if primary or general election opponent(s)
99 Not applicable

**EOFF_MNT** Is the office at stake mentioned in the ad?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
0 No
1 Yes – referred to in transcript of the ad
2 Yes – written in one (or more) of the visual frames of the ad
3 Yes – referred to in both the transcript and in the visuals of the ad
4 Office Mentioned Only in the Paid for By of the Ad
98 Don't Know
99 Not applicable

**EFC_ADJ1, EFC_ADJ2 & EFC_ADJ3**
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).

**EFC_ADJ1** Favored candidate adjective 1
**EFC_ADJ2** Favored candidate adjective 2
**EFC_ADJ3** Favored candidate adjective 3

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
0 No adjectives or descriptions of candidates
1 Bipartisan
2 Bold
3 Caring
4 Committed
5 Common sense leadership
6 Compassionate
7 Competent/knows how to get things done
8 Conservative
9 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, specify below
99 Not applicable

Favored candidate adjective - Other

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

EOP_ADJ1, EOP_ADJ2 & EOP_ADJ3
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).

EOP_ADJ1 Opposing candidate adjective 1
EOP_ADJ2 Opposing candidate adjective 2
EOP_ADJ3 Opposing candidate adjective 3

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label
0 No adjectives or descriptions of candidates
1 Career politician
2 Dishonest/ Corrupt
3 Dangerous
4 Extremist/radical
5 Failure
6 Friend (puppet) of Nat’l Rifle Association
7 Friend (puppet) of religious right
8 Friend (puppet) of special interests
9 Friend (puppet) of the Bushes
10 Heartless (may be used in reference to Social Security)
11 Hypocrite
12 Incompetent
13 Liberal
14 Negative
15 Partisan/uncompromising
16 Reckless
17 Right-wing/reactionary
18 Risky
19 Soft/weak
20 Taxing (or some version of liking taxes)
21 Turncoat
22 Unpatriotic
23 Washington insider

**EOPADJ90** Opposing candidate adjective - Other  
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**EPRTY_MN** Does the ad mention the party label (i.e., Democrat or Republican) of the favored candidate or the opponent?  
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**  
0 No  
1 Yes, favored candidate’s party  
2 Yes, opposing candidate’s party  
3 Yes, both candidates’ party affiliations are mentioned  
4 Yes, favored candidate’s party affiliations are mentioned but only in the PFB of the ad  
98 Don't know  
99 Not Applicable

**EHUMOR** Is the ad funny or intended to be humorous?  
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

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

**ESUP_SRC** Does the ad cite supporting sources (including footnotes) to bolster various claims?  
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**  
0 No  
1 Yes, a newspaper article  
2 Yes, a newspaper editorial  
3 Yes, an opponent’s campaign advertising  
90 Yes, other  
98 Don't know  
99 Not applicable

**EOP_AD** Is an opponent's commercial mentioned or shown on screen?  
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**  
0 No  
1 Yes, opponent's commercial is referred to in text of the ad  
2 Yes, opponent's commercial is shown on screen  
3 Yes, opponent's commercial is referred to in text and on screen  
98 Don't know  
99 Not applicable
EREBUT Does the ad refute any specific claims made about the favored candidate by an opponent?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

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

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

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label
0 No
1 Yes
98 Don't know
99 Not Applicable

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

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label
0 Neither
1 Personal characteristics
2 Policy matters
3 Both personal and policy
98 Don't know
99 Not know

ELANG What is the primary language of the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label
1 English
2 Spanish
98 Don't Know
99 Not applicable

EFLAG Does an American flag appear in the ad?

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label
0 No
1 Yes
98 Don't Know
99 Not Applicable
**ESEPT11** Is there an explicit mention of September 11th or the attack on the World Trade Center?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
- 0 No
- 1 Yes
- 98 Don't Know
- 99 Not Applicable

**ETERROR** Is there an explicit mention of terrorism or terrorists?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
- 0 No
- 1 Yes
- 98 Don't Know
- 99 Not Applicable

**EPRSMENT** Is George W. Bush mentioned or pictured in the ad?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
- 0 No
- 1 Yes—in a way to show support/approval of GWB
- 2 Yes—in a way to show opposition/disproval of GWB
- 3 Yes—unclear whether in support/approval or opposition/disapproval
- 98 Don't Know
- 99 Not Applicable

**EKRRYMNT** Is John Kerry mentioned or pictured in the ad?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
- 0 No
- 1 Yes—in a way to show support/approval of JK
- 2 Yes—in a way to show opposition/disproval of JK
- 3 Yes—unclear whether in support/approval or opposition/disapproval
- 98 Don't know
- 99 Not Applicable

**ECF_YN** Is there a central figure, who would receive top billing if the actors were credited in the ad?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
- 0 No
- 1 Yes
- 98 Don't know
99 Not applicable

**ECF_ID** If yes, who is the central figure?

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
1 Favored Candidate
2 Opponent
3 Male non-candidate
4 Female non-candidate
5 Newspaper or otherwise 'disembodied' person
98 Don't know
99 No central figure

**ECFWTHFC** Does the favored candidate appear with this person?

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
0 No
1 Yes
98 Don't know
99 N/A, No central figure or CF is favored candidate, opponent

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

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
0 Infant (0-2)
1 Child (3-11)
2 Adolescent (12-17)
3 Young Adult (18-40)
4 Middle Age (40-60)
5 Elderly (65+)
98 Don't know
99 N/A, No central figure or CF is favored candidate, opponent

**ECF_RACE** What is the race/ethnicity of this person?

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
0 White/Caucasian
1 African-American
2 Asian-American
3 Hispanic
90 Other
98 Don't know
99 N/A, No central figure or CF is favored candidate, opponent

**ECFCRED** What is the main basis of credibility of the central figure in the ad?
Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label
0 No main source of credibility
1 Candidate – general
2 Personal relationship with candidate
3 Worker
4 Teacher
5 Parent/Family
6 Law Enforcement
7 Politician, other than candidate
8 Senior Citizen
9 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

ECFCRD90 Other, not listed, source of credibility

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

EACTOR1, EACTOR2 & EACTOR3
Aside from the central figure (or if there is no central figure) who else figures prominently in the ad?
EACTOR1 Actor 1
EACTOR2 Actor 2
EACTOR3 Actor 3

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label
0 None
1 Children
2 Adolescents
3 Elderly
4 Citizens
5 Workers
6 Teachers
7 Parents/Families
8 Law Enforcement
9 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

**EACTOR90** Other, not listed, actor

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**EFC_FAM1, EFC_FAM2, EFC_FAM3, EFC_FAM4 & EFC_FAM5**

If family of candidate appear, which member(s) in particular?

**EFC_FAM1** Family member1
**EFC_FAM2** Family member2
**EFC_FAM3** Family member3
**EFC_FAM4** Family member4
**EFC_FAM5** Family member5

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
0 Mother
1 Father
2 Spouse
3 Daughter
4 Son
98 Don’t know
99 Not applicable

**EFCSPACT** Does the favored candidate appear with supporting actors? (not including the opponent)

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

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

**ESPCTPRP** How are the supporting actors used?

*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
0 Props, seen but not heard from
1 Delivering a message
98 Don’t know
99 FC not appearing with supporting actors or N/A

**ELOCATN1, ELOCATN2 & ELOCATN3**
Where does the ad take place? If there is a central figure, answer only for this person.

**ELOCATN1** Location 1
**ELOCATN2** Location 2
**ELOCATN3** Location 3

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

**Value Label**
0 No location
1 School
2 Hospital/Pharmacy/Healthcare (NOT nursing home or elderly care)
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

**ELOCTN90** Location - other

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

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

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

**Value Label**
0 No location
1 School
2 Hospital/Pharmacy/Healthcare (NOT nursing home or elderly care)
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, specify
98 Don't know
99 Not applicable
**EFC_LC90** Other, not specified, favored candidate location
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**NARR_SEX** What is the sex of any voice-over/announcers?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**Value Label**
0 No voice-over or announcer
1 Male
2 Female
3 Both male and female unseen voice-over/announcers
98 Don't know (can't tell)
99 Not Applicable/No video of the spot available

**ENARATR1, ENARATR2 & ENARATR3**
Who speaks to the audience in the ad?
**ENARATR1** Narrator 1
**ENARATR2** Narrator 2
**ENARATR3** Narrator 3
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

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

**EENDRSE** Does the ad include endorsements?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

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

**EENDRID1, EENDRID2, EENDRID3 & EENDRID4**
Who is seen endorsing in the ad?
**EENDRID1** Endorsement 1
**EENDRID2** Endorsement 2
**EENDRID3** Endorsement 3
Endorsement 4
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**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

Endorsement - Other
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**EF CELB** Is a political figure or celebrity featured in the ad supporting the candidate?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

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

**EF_CLB90** Favored Candidate Celebrity name
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**EO CLEB** Is a political figure or celebrity featured in the ad in a way that associates them with the OPPONENT?
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

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

**EO_CLB90** Opposing Candidate Celebrity name
*Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG*

**ETHEME1, ETHEME2, ETHEME3, ETHEME4 & ETHEME5**
Do any of the following campaign themes appear in the ad?
**ETHEME1** Theme 1
**ETHEME2** Theme 2
**ETHEME3** Theme 3
**ETHEME4** Theme 4
ETHEME5 Theme 5
Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

Value Label
0 None
1 Women’s health concerns - NOT ABORTION
2 EDUCATION
3 AGED/ELDERLY; social security benefits; administration of social security
4 HEALTH PROBLEMS/COST OF MEDICAL CARE
5 POVERTY
6 CRIME/VIOLENCE; NOT guns or “law and order” issues like death penalty or prisons.
7 General mention of MORAL/RELIGIOUS DECAY (of nation); sex, bad language, adult themes on TV
8 Against (increased) government spending; balancing of the (national) budget; against deficit NOT taxes or tax reform.
9 NARCOTICS;
10 RECESSION, DEPRESSION; prosperity of the nation; economic growth; GNP

EISSUE1, EISSUE2, EISSUE3 & EISSUE4
Please list the issues from the list below that come up in this ad in the order in which they appear

EISSUE1 Issue 1
EISSUE2 Issue 2
EISSUE3 Issue 3
EISSUE4 Issue 4

Source: University of Wisconsin Advertising Project coding, based on creatives supplied by TNSMI/CMAG

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 (e.g. friend of)
15 Business (e.g. friend of)
16 Employment/ jobs
17 Poverty
18 International trade/globalization/NAFTA
19 Union (e.g. friend of)
20 Abortion
21 Homosexuality/Gay & Lesbian Rights
22 Moral/family/religious values
23 Tobacco
24 Affirmative action
25 Gambling
26 Assisted suicide/euthanasia
27 Gun Control
28 Civil Liberties/privacy
29 Other reference to social issues
30 Crime
31 Narcotics/illegal drugs
32 Death penalty/capital punishment
40 Education/schools
41 Lottery for education
42 Child care
43 Other child-related issues
44 Prescription drugs
45 Women's health
50 Defense/military
51 Missile defense/Star wars
52 Veterans
53 Foreign policy
54 Bosnia
55 China
56 Foreign Aid
57 Terrorism
58 Middle East
59 Afghanistan
60 Clinton
61 Ken Starr
62 Whitewater
63 Impeachment
64 Sexual harassment/Paula Jones
65 Bush
66 Supreme Court/Florida/ballot reform
67 Karl Rove/Bush staff
68 Competence
70 Environment
71 Immigration
72 Health care
73 Social Security
74 Medicare
75 Welfare
76 Civil rights/race relations
77 Campaign finance reform
78 Government ethics
79 Energy
80 Local issues
81 Term limits
82 Corporate Fraud / Enron
83 September 11
84 Pledge of Allegiance (restrictions on the use of)
90 Other (please specify)
99 None / No other issues
eissue90 Other issue, not on list