Codebook for Banda and Carsey 2015, "Two-stage elections, strategic candidates, and campaign agendas" replication

This codebook is arranged by data file. Please place the do file and the Stata .dta files in the same directory for ease of replication.

Table1.dta contains contest level summary advertising data for primary elections.

- year: year of contest
- bothprim: 0 = one contested primary, 1 = two contested primaries (for subsetting)
- senate: 0 = gubernatorial race, 1 = senate race
- state: state in which the contest occurred
- The following variables are for candidates involved in contests in which only one primary was contested
    - sponsorown: % contested primary winner's ads devoted to her party's owned issues
    - sponsoropp: % contested primary winner's ads devoted to the opposing party's owned issues
    - primaryown: % contested primary loser's/losers' ads devoted to her/their party's owned issues
    - primaryopp: % contested primary loser's/losers' ads devoted to the opposing party's owned issues
    - generalown: % unccontested primary winner's ads devoted to her party's owned issues
    - generalopp: % unccontested primary winner's ads devoted to her party's owned issues
- The following variables are for candidates involved in contests in which both primaries were contested
    - demownper: % Democratic primary winner's ads devoted to her party's owned issues
    - demoppper: % Democratic primary winner's ads devoted to the opposing party's owned issues
    - otherdemownper: % Democratic primary loser's/losers' ads devoted to her/their party's owned issues
    - otherdemoppper: % Democratic primary loser's/losers' ads devoted to the opposing party's owned issues
    - repownper: % Republican primary winner's ads devoted to her party's owned issues
    - repoppper: % Republican primary winner's ads devoted to the opposing party's owned issues
    - otherrepownper: % Republican primary loser's/losers' ads devoted to her/their party's owned issues
    - otherrepoppper: % Republican primary loser's/losers' ads devoted to the opposing party's owned issues

Table1b.dta contains contest level summary advertising data for general elections.

- year: year of contest

- bothprim: 0 = one contested primary, 1 = two contested primaries (for subsetting)
- senate: 0 = gubernatorial race, 1 = senate race
- state: state in which the contest occurred
- The following variables are for candidates involved in contests in which only one primary was contested
    - sponsorown: % contested primary winner's ads devoted to her party's owned issues
    - sponsoropp: % contested primary winner's ads devoted to the opposing party's owned issues
    - generalown: % unccontested primary winner's ads devoted to her party's owned issues
    - generalopp: % unccontested primary winner's ads devoted to her party's owned issues
- The following variables are for candidates involved in contests in which both primaries were contested
    - demownper: % Democratic primary winner's ads devoted to her party's owned issues
    - demoppper: % Democratic primary winner's ads devoted to the opposing party's owned issues
    - repownper: % Republican primary winner's ads devoted to her party's owned issues
    - repoppper: % Republican primary winner's ads devoted to the opposing party's owned issues

dynamic replication.dta contains weekly advertising data used in the dynamic analyses in our paper.

- year: year of contest
    - Note that there are also year dummies in the data that begin with the letter "d" and end in the last two numbers of the year, i.e. d02 = 1 if the year is 2002 and 0 otherwise.
- state: state in which the contest occurred
- week: week of the contest
- governor: 0 = senate race, 1 = gubernatorial race
- senate: 0 = gubernatorial race, 1 = senate race
- bothprim: 0 = one contested primary, 1 = two contested primaries (for subsetting)
- panelvar: contest identifier code
- The following variables are for candidates involved in contests in which only one primary was contested
    - sponsordemc: # contested primary winner's ads devoted to Democratic owned issues
    - sponsorrepc: # contested primary winner's ads devoted to Republican owned issues
    - primarydemc: # contested primary loser's/losers' ads devoted to Democratic owned issues
    - primaryrepc: # contested primary loser's/losers' ads devoted to Republican owned issues

    - generaldemc: # uncontested primary winner's ads devoted to Democratic issues
    - generalrepc: # uncontested primary winner's ads devoted to Democratic issues
- The following variables are for candidates involved in contests in which both primaries were contested
    - demown: # Democratic winner ads devoted to Democratic issues
    - demopp: # Democratic winner ads devoted to Republican issues
    - otherdemown: # Democratic loser ads devoted to Democratic issues
    - otherdemopp: # Democratic loser ads devoted to Republican issues
    - repown: # Republican winner ads devoted to Republican issues
    - repopp: # Republican winner ads devoted to Democratic issues
    - otherrepown: # Republican loser ads devoted to Republican issues
    - otherrepopp: # Republican loser ads devoted to Democratic issues