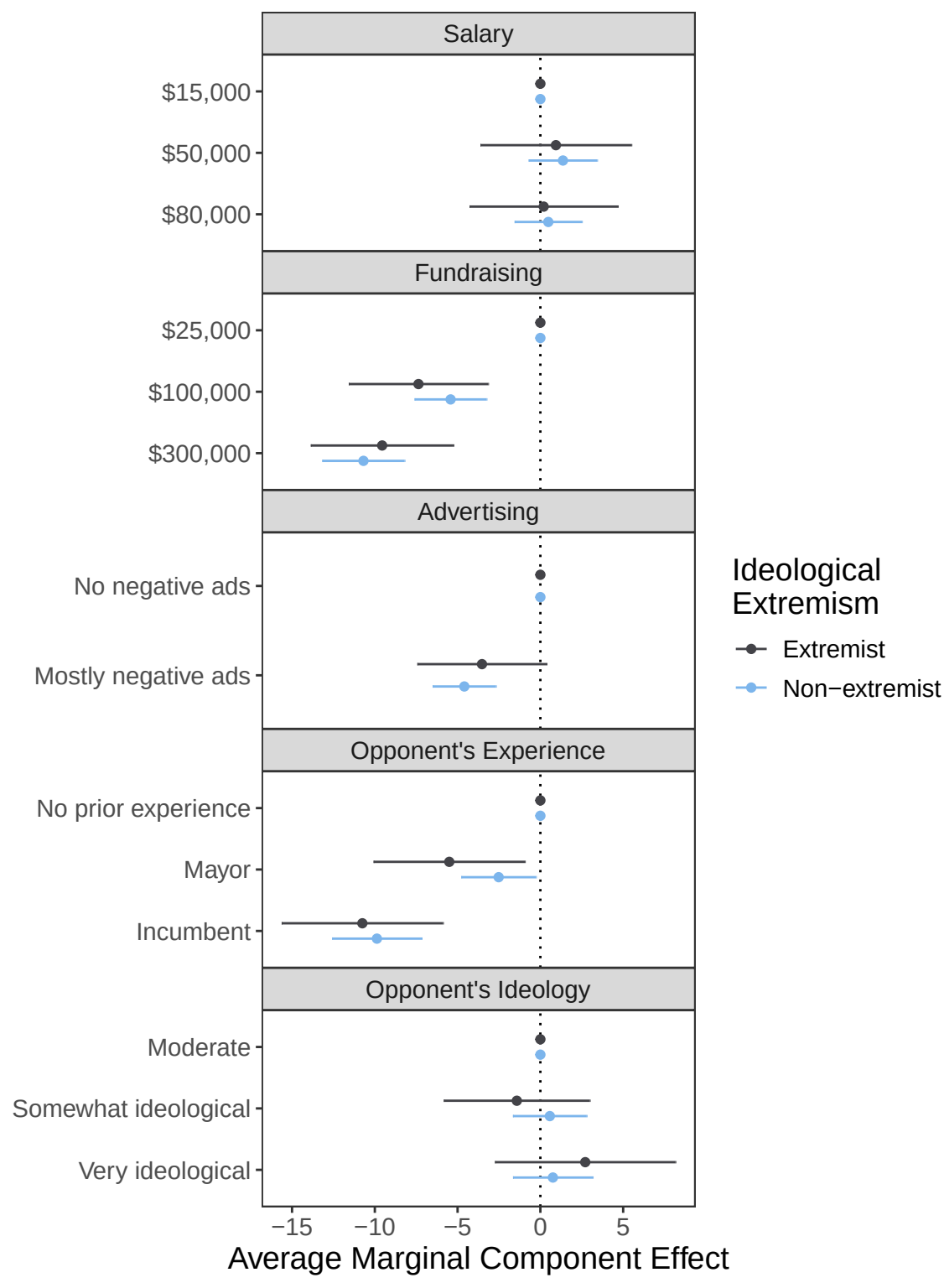
Salary
$15,000
$50,000
$80,000
Fundraising
$25,000
$100,000
$300,000
Advertising
No negative ads
Mostly negative ads
Opponent's Experience
No prior experience
Mayor
Incumbent
Opponent's Ideology
Moderate
Somewhat ideological
Very ideological
−15
−10
−5
0
5
Average Marginal Component Effect
Ideological Extremism
Extremist
Non−extremist