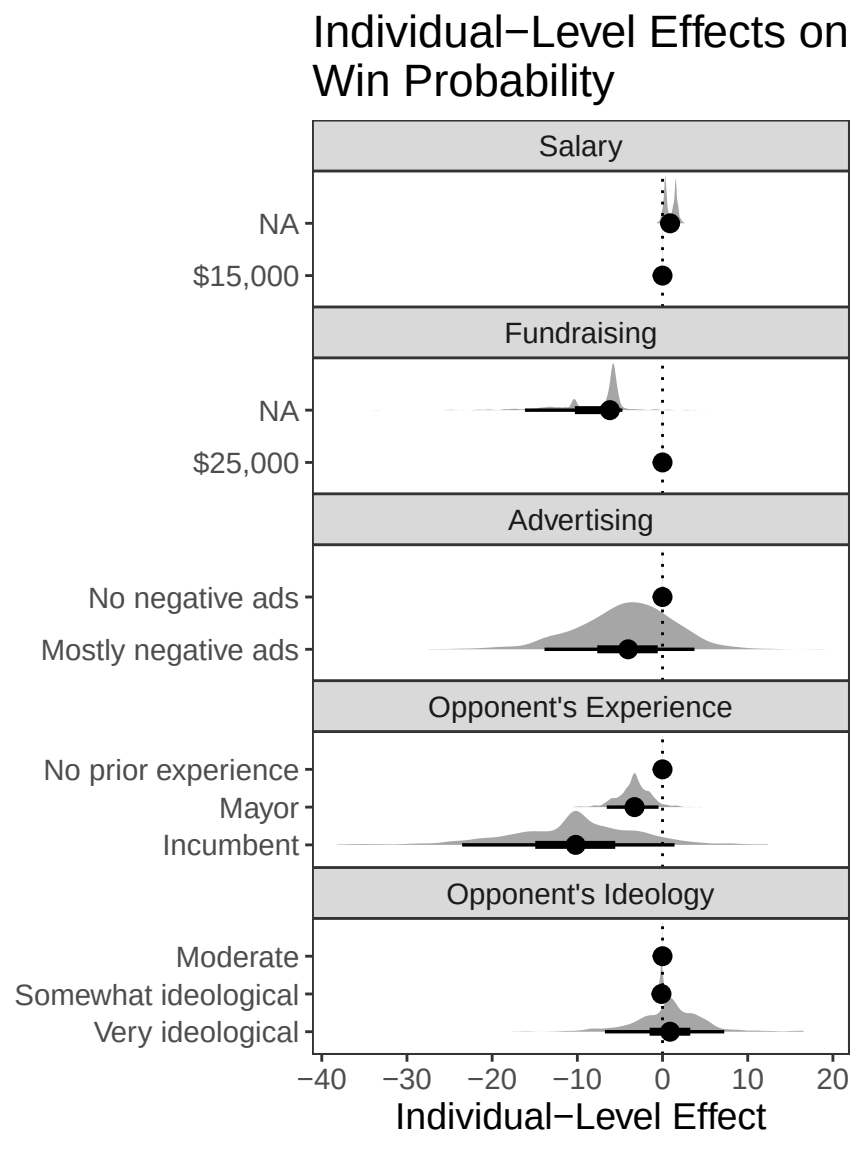
Individual−Level Effects on Win Probability
Salary
NA
$15,000
Fundraising
NA
$25,000
Advertising
No negative ads
Mostly negative ads
Opponent's Experience
No prior experience
Mayor
Incumbent
Opponent's Ideology
Moderate
Somewhat ideological
Very ideological
−40
−30
−20
−10
0
10
20
Individual−Level Effect