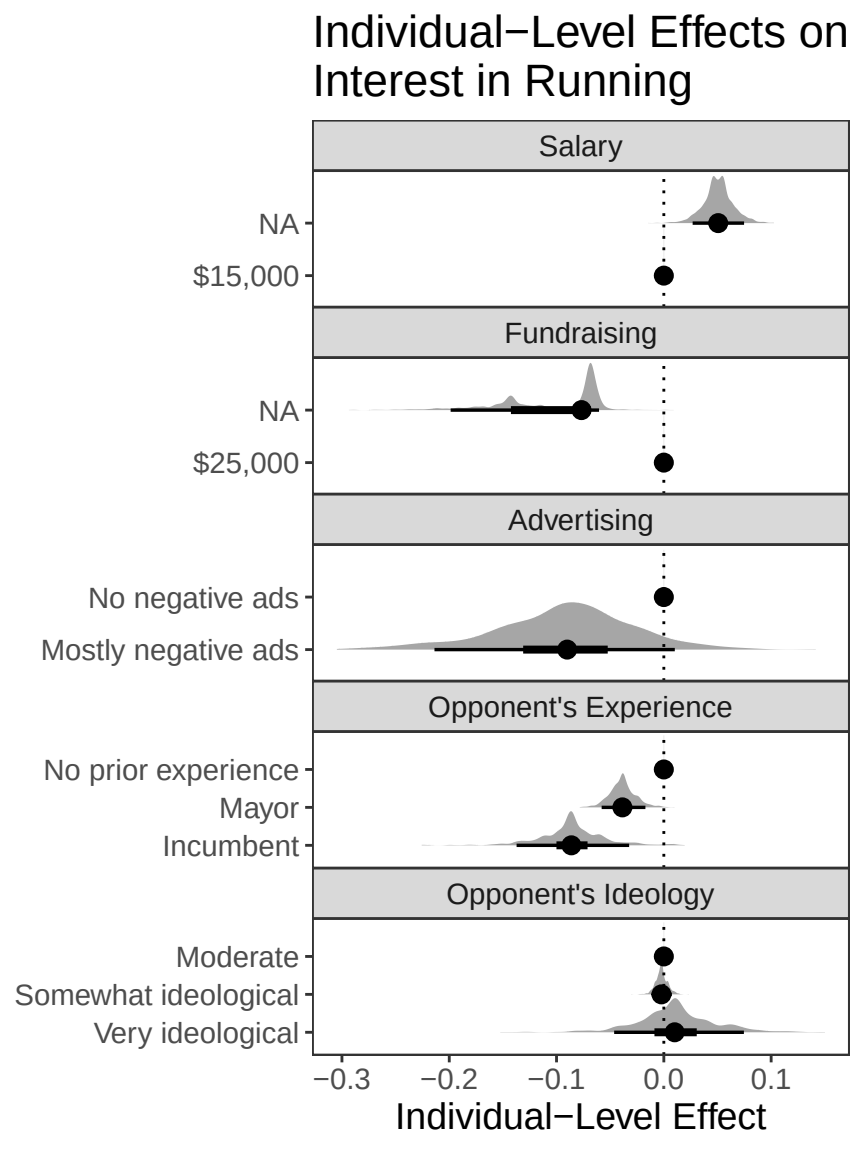
Individual−Level Effects on Interest in Running
Salary
NA
$15,000
Fundraising
NA
$25,000
Advertising
No negative ads
Mostly negative ads
Opponent's Experience
No prior experience
Mayor
Incumbent
Opponent's Ideology
Moderate
Somewhat ideological
Very ideological
−0.3
−0.2
−0.1
0.0
0.1
Individual−Level Effect