Political Advertising in 2020
Wesleyan Media Project
Release Version 1.0 (January 2023)

This collection provides detailed tracking data on when and where political ads aired during the 2020 elections (1/1/2019-11/3/2020, plus GA runoff ads through 1/5/2021). It covers all broadcast television stations in all media markets in the United States. Ads aired in U.S. Senate, U.S. House and gubernatorial races are also coded for their content. Presidential ads are provided separately.

DATABASES

The data collection comes in four different files (unlike 2010, *estimated* spending information is available for each ad within each file):

1. **wmp-senate-2020**: contains information on all ads aired in U.S. Senate races, including ads from the GA runoffs through 1/5/2021
2. **wmp-house-2020**: contains information on all ads aired in U.S. House races
3. **wmp-gov-2020**: contains information on all ads aired in gubernatorial races
4. **wmp-downballot-2020**: contains information on all ads aired in other races. Only information about when and where each ad aired is listed. The Wesleyan Media Project did not code the content of these ads. Ads for ballot measures are included in this set.

CITATION

Publications based on this data collection should acknowledge this source by means of bibliographic citation. The bibliographic citation for this data collection is:

Fowler, Erika Franklin, Michael M. Franz, Travis N. Ridout, Laura M. Baum, and Colleen Bogucki. 2023. "2020 Political TV Advertising." Version 1.0 [dataset]. Middletown, CT: The Wesleyan Media Project, Wesleyan University.

SUPPORT

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DATA COLLECTION AND CODING

The source for the ad data is Kantar/CMAG. This commercial firm specializes in providing detailed, real-time tracking information to corporate and political clients. These tracking data represent the most comprehensive and systematic collection on the content and targeting of political advertisements. The data include two types of information. First, frequency information tells when and where ads aired. It contains precise and detailed information on the date, time, market, station, and television show of each airing. Second, the data provide information about each ad's content in the form of a video file for each unique creative or individual ad.

CMAG gathers such data by using a market-based tracking system, deploying "Ad Detectors" in each media market in the U.S. In addition to all local advertising activity, these detectors track advertisements on the major national networks, as well as national cable networks. The system's software recognizes the electronic seams between programming and advertising and identifies the

"digital fingerprints" of specific advertisements. When the system does not recognize the fingerprints of a particular spot, the advertisement is captured and downloaded. Thereafter, the system automatically recognizes and logs that particular commercial wherever and whenever it airs.

Each media market in the country is either a "discovery" market or a "non-discovery" market. Discovery markets have technology that allows them to compare new sound wave patterns from ads to the existing database to determine whether an ad is one the system has heard before. If the ad is new, then it adds it to the database. Markets that do not have this capability (i.e., non-discovery or tracking markets) can only record instances of ads **that are already in the system**. Discovery markets are distributed around the country such that there is at least one discovery market for each state (and frequently multiple markets based typically on population size), but we sometimes find that, for example, congressional races that are in small markets may not always have advertising in the dataset because the ads ran *only* in non-discovery markets. This should be less of a problem for statewide campaigns and product advertising, but it can be an issue for congressional and local races. See our blog post on this topic, "Tracking political ads in smaller media markets", for a more thorough explanation.

Studies that examine advertisers' "buy sheets" obtained from television stations and compare them with this CMAG data find that the company's system is highly reliable in tracking the universe of ads aired.

After receiving the data from CMAG, the Wesleyan Media Project processes and codes the ad tracking data from all media markets in the United States. In this process, using videos of ads captured by CMAG, project staff first research the entity responsible for airing each political spot, distinguishing between those paid for by candidates, parties, and interest groups. Finally, the Wesleyan Media Project codes the content of each ad on an extensive battery of questions using a web-based content analysis platform.

A NOTE ABOUT THE DATA

The Wesleyan Media Project is providing these data as a courtesy to the academic community, and not as a polished commercial product. The nominal fee you pay is for administrative expenses. We've worked hard to clean the data that we've coded, but as with all datasets this large, there may be some errors that remain. For CMAG variables marked with an asterisk below, WMP corrects errors as we find them, but we don't *systematically* review/clean these variables. All other CMAG variables are not cleaned at all by WMP. We do not have information on how CMAG variables are collected/coded.

We have provided reliability statistics at the end of this document for your reference. Reliability statistics can be misleading when almost all observations take on the same value, such as when a characteristic is absent in almost all ads. We thus urge users of the data to use caution when interpreting reliability statistics under these circumstances. The reliability statistics presented were calculated using the coding of a sample of presidential, U.S. Senate, U.S. House, and gubernatorial ads.

Due to the legacy of many of the variables in the WiscAds/WMP time series and the desire of many to do their own additional coding, we have provided many variables in the public release that have reliability statistics that do not meet traditionally acceptable levels. Therefore, we also urge

users to read the material carefully and use caution when using variables below traditional thresholds.

Depending on resource availability, we do occasionally update the data files to correct errors and issues brought to our attention by users. If you notice issues with the data, feel free to share the information with us at mediaproject@wesleyan.edu.

VARIABLES

Provided by CMAG
For CMAG variables marked with an asterisk, WMP corrects errors as we find them, but we don't systematically review/clean them. All other CMAG variables are not cleaned at all by WMP.

creative: name of specific advertisement
market: media market where ad aired
dma: media market ID
l: length of ad in seconds
station: name of television station
affiliate: name of television affiliate
airdate: date on which ad aired
airtime: time at which ad aired
media: television medium
daypart: time of day during which ad aired
program: television program during which ad aired
programtype: type of television program during which ad aired
category*: category of race
categorystate*: state in which the race took place, identified by CMAG
election:
- Primary
- General
- N/A

issue: key issues discussed: identified by CMAG
level*: level of race
race*: type of race
tonecmag: tone of ad (different from WMP's AD_TONE variable)
- Positive
- Negative
- Contrast

adtypecmag*:
- Ballot Measure
- Candidate
- Candidate & Party
- Issue-Election
- Party
- Private Citizen

sponsorcmag: ad sponsor
district*: congressional district (for House races)
party*: party of favored candidate/sponsor
est_cost: estimated cost of ad airing

WMP Variables

state: Dominant state associated with the media market. If there are multiple states in a media market, we assign the state with the plurality of population. Note this is different from categorystate from CMAG, which is the state in which the race took place.

after110320: Indicator for GA Senate runoff ads that aired after 11/3/20

Ad goal - In your judgment, what are the goals of the ad? (Select all goals of the ad. Select one primary goal. Check only one box per goal type. [Shown to coder as a table.])

0 Not referenced
1 Goal
2 Primary Goal

persuade: To persuade people to vote for or against a candidate
donate: To convince viewers to donate money
info: To gather more information about the viewer (e.g., "sign up," "learn more") or to encourage viewers to become more involved in the campaign
contact: To ask the viewer to contact a legislator about an issue (in 2018 was "issue_type1").
purchase: To encourage the viewer to purchase something (merchandise, tickets to an event, etc.)
othergoal: Something else

[Display if contact=1 or 2]
issue_type2: If suggests contacting legislator, does ad promote or attack legislator?

1 Ad promotes or attacks a legislator
2 Tone unclear, does not attack or promote a legislator

[Display if issue_type2=2]
issue_type3: Does the ad promote or attack Donald Trump?

1 Yes, ad promotes or attacks Trump
2 No, ad does not promote or attack Trump

[If issue_type2=2 and issue_type3 =2 skip to end of codebook.
*If issue_type3=1 use limited codebook. Variables marked with ** were NOT coded if issue_type3=1]*

sponsor:

1 Candidate
2 Party
3 Coordinated between a candidate and party
4 Interest Group/other

sponsor_name: name of group or party sponsoring the ad

cand**: Is the favored candidate shown / mentioned in the ad?

0 Favored candidate not mentioned/not ascertainable
1 Favored candidate is ascertainable (list name in cand_id variable)
2 Multiple favored candidates

** These variables were not coded if issue_type3=1. These are ads that:
(1) urge the viewer to contact a legislator (member of Congress) (contact=1), and
(2) the ad does not promote or attack a legislator (issue_type2=2), and
(3) the ad does promote or attack Donald Trump (issue_type3=1)

cand_id**: Name of the favored candidate

cand_fec**:** FEC ID of favored candidate

tgt**:** Is a targeted candidate shown / mentioned in the ad?

0 No targeted candidate in ad
1 Targeted candidate is ascertainable (list name in tgt_id variable)
2 Multiple targeted candidates

tgt_id**: Name of the targeted candidate

tgt_fec**:** FEC ID of targeted candidate

gender_fav**:** Gender of the favored candidate

1 Male
2 Female
3 Not ascertainable/no favored candidate
4 Multiple favored candidates, male and female

gender_tar**:** Gender of the targeted candidate

1 Male
2 Female
3 Not ascertainable/no targeted candidate
4 Multiple targeted candidates, male and female

mag_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?

0 No
1 Yes
2 Yes, But only in the Paid for By (PFB) tag
97 No, but coder could not read the PFB, so could be mentioned there

approve**: Where does the candidate's oral approval of the spot appear?

0 No Oral Statement of Approval/Authorization
1 Beginning of the Spot
2 Middle of the Spot
3 End of the Spot

vid**: Does the candidate physically appear on screen and speak to the audience during oral approval?

0 No, Authorization Stated in Voiceover
1 Yes

Excluding the "oral approval," is the…

0 No
1 Yes

f_mention**: Favored candidate mentioned by name in the ad?
f_picture**: Favored candidate pictured in the ad?
f_narrate**: Favored candidate narrating the ad?
f_camera**: Favored candidate talking directly into camera in the ad?

o_mention**: Opposing candidate mentioned by name in the ad?
o_picture**: Opposing candidate pictured in the ad?

voice: Does the ad have a voiceover announcer, someone who speaks but is not pictured and is not the candidate?

0 No
1 Yes, a female
2 Yes, a male
3 Yes, both female and male voiceover

ad_tone**: In your judgment, is the primary purpose of the ad to promote a specific candidate, attack a candidate, or contrast the candidates?

1 Contrast
2 Promote
3 Attack
98 Don'know/unclear

cnt_fin**: If the ad is a contrast ad, does it finish by promoting a candidate or attacking a candidate?

1 Finishes by Promoting
2 Finishes by Attacking

prty_mn**:** Does the ad mention the party label of the favored candidate or the opponent?

0 No
1 Yes, Favored Candidate's Party
2 Yes, Opposing Candidate's Party
3 Yes, Both Candidates' Parties
4 Yes, Favored Candidate's Party but Only in Paid For By (PFB) line

per_ply**:** In your judgment, is the primary focus of the ad personal characteristics of either candidate or policy matters?

0 Neither
1 Personal Characteristics
2 Policy Matters
3 Both Personal Characteristics and Policy Matters

Are any of the following mentioned or pictured in the ad?

0 No
1 Yes, in a way to show approval or support
2 Yes, in a way to show disapproval or opposition
3 Yes, unclear whether in support or opposition

prsment: Is Donald Trump mentioned or pictured in the ad?
biden: Is Joe Biden mentioned or pictured in the ad?
pence: Is Mike Pence mentioned or pictured in the ad?
harris: Is Kamala Harris mentioned or pictured in the ad?
gbush: Is George W. Bush mentioned or pictured in the ad?
hclinton: Is Hillary Clinton mentioned or pictured in the ad?
bclinton: Is Bill Clinton mentioned or pictured in the ad?
mueller: Is Robert Mueller mentioned or pictured in the ad?
bobama: Is Barack Obama mentioned or pictured in the ad?

reagan: Is Ronald Reagan mentioned or pictured in the ad?
gophse: Is Kevin McCarthy mentioned or pictured in the ad?
demhse: Is Nancy Pelosi mentioned or pictured in the ad?
gopsen: Is Mitch McConnell mentioned or pictured in the ad?
demsen: Is Chuck Schumer mentioned or pictured in the ad?
congmt: Is Congress mentioned or pictured in the ad?
washmt: Is Washington (DC) mentioned or pictured in the ad?

Does the ad cite any of the following sources to bolster various claims?

0 No
1 Yes

cite4: Does the ad cite an opponent's ad to bolster various claims?
cite5: Does the ad cite legislation to bolster various claims?
cite6: Does the ad cite any media source (website, newspaper, etc.)?

Please assess the intent of the ad maker (not your own personal reaction) below. Does the ad make an appeal to the following emotions? *In 2020 (and 2018), coders were only asked to identify the presence or absence of these emotions. Previous years coding had a scale of "some appeal" or "strong appeal"*

0 No
1 Yes

fear: Does the ad make an appeal to fear?
enthusiasm: Does the ad make an appeal to fear?
anger: Does the ad make an appeal to fear?
pride: Does the ad make an appeal to fear?
humor: Does the ad make an appeal to fear?
sadness: Does the ad make an appeal to fear?

music0: There is no music in the ad

0 There IS music in the ad
1 There is NO MUSIC in the ad

If music is played during the ad, how would it best be described?

0 No
1 Yes

music1: Ominous/tense music
music2: Uplifting music
music3: Sad or sorrowful music
music90: Another type of music
music90_txt: Description of other type of music

Are any of these words/phrases *specifically* mentioned in the ad?

0 No
1 Yes

mention1: Tea Party
mention3: Hope
mention33: God/Faith
mention4: Change
mention5: Experience
mention6: Liberal

mention7: Conservative
mention8: Special Interests
mention15: Main Street
mention16: Wall Street
mention17: Big Government
mentionwc: Working Class
mentionmc: Middle Class
mentionuc: Upper Class / Rich / Wealthy
mention18: Obamacare
mention19: Planned Parenthood
mention21: Dark Money
mention23: Millionaire(s) / Billionaire(s)
mentioncomm: Community
mentionneigh: Neighborhood
mentiontogeth: Together
mention26: Fake News

Issue mentions: Are any of the following issues mentioned in this ad?

0 No
1 Yes

Economic Policy
issue10: Taxes
issue24: Tax Reform
issue11: Deficit/Budget/Debt
issue12: Government Spending
issue13: Recession/Economic Stimulus
issue14: Minimum Wage
issue15: Farming
issue16: Business
issue17: Union
issue18: Employment/Jobs
issue19: Poverty
issue20: Trade/Globalization
issue21: Housing/Sub-prime Mortgages
issue22: Economy (generic reference)
issue23: Economic disparity/income inequality
issue217: Personal Debt
issue215: Cost of Living

Social Issues
issue30: Abortion
issue31: LGBTQ Issues/Rights (used to be Homosexuality/Gay & Lesbian Rights)
issue101: Gender Discrimination (not LGBTQ-related)
issue32: Moral/Family/Religious Values
issue33: Tobacco
issue34: Affirmative Action
issue35: Gambling
issue36: Assisted Suicide/Euthanasia
issue37: Gun Control
gunpic: Gen Pictured in Ad

issue38: Civil Liberties/Privacy
issue39: Civil Rights / Racial Discrimination
issue102: Seniors (not Medicare)
issue107: #metoo / #timesup
issue112: Disability Rights / Benefits

Law and Order
issue40: Crime
issue41: Narcotics/Illegal Drugs
issue42: Capital Punishment
issue43: Supreme Court/Judiciary
issue44: Marijuana
issue45: Incarceration / Sentencing
issue108: Parkland / Stoneman Douglas High School
issue200: Domestic Violence / Sexual Assault / Harassment
issue212: Police Brutality / Racial Violence
issue221: Protests / Riots

Social Welfare Issues
issue50: Education/Schools
issue51: Lottery for Education
issue52: Child Care / Family Leave
issue53: Health Care (not prescription drugs)
issue54: Prescription Drugs
issue55: Medicare
issue56: Social Security
issue57: Welfare
issue58: Women's Health
issue59: Affordable Care Act / Obamacare / Health Care Law / etc.
issue105: 2017 Efforts at Health Reform / AHCA / Trumpcare
issue106: Opioids / Rx Drug Abuse
issue210: Substance Use Disorder
issue110: Medicaid
issue116: Medicare for All
issue117: Universal healthcare/healthcare for all
issue209: Healthcare expansion/access
issue218: Medical bills
issue219: Vaccines
issue220: Socialized medicine
issue208: Outbreaks of infectious disease (incl Coronavirus

Foreign/Defense Policy
issue60: Military (generic reference)
issue61: Foreign Policy (generic reference)
issue62: Veterans
issue63: Foreign Aid
issue64: Nuclear Proliferation
issue65: China
issue66: Middle East
issue67: Afghanistan/War in Afghanistan

issue68: September, 11th
issue69: Terror/Terrorism/Terrorist
issue70: Iraq/War in Iraq
issue71: Israel
issue72: Iran
issue73: ISIL / ISIS
issue74: Syria
issue75: Russia / Putin
issue76: North Korea / Jim Jong Un
issue115: Ukraine / Zelensky

Environment/Energy
issue80: Environment (generic reference)
issue82: Global Warming
issue113: Pollution
issue83: Energy Policy
issue84: Keystone XL Pipeline

Other
issue90: Campaign Finance Reform
issue91: Government Ethics/Scandal
issue92: Corporate Fraud
issue93: Term Limits
issue94: Pledge of Allegiance (restrictions on)
issue95: Immigration
issue109: DACA / Dreamers
issue96: Local Issues
issue97: Other
issue97_txt: Description of other issue mentioned
issue98: Government Regulations
issue99: Government Shutdown
issue103: Emergency Preparedness / Response
issue104: Transportation / Infrastructure
issue108: Socialism
issue111: Impeachment
issue118: Socialism

spanish: Spanish-language ad
1 Yes

vidfile: Expected filename of corresponding .wmv video (if a file exists). Filename generated by WMP based on creative name. Actual filenames may vary (they were generated by CMAG).

codingstatus: Was the ad coded?
1 Ad was fully coded
2 Ad was partially coded. Part of the ad was cut off or video/audio quality was very poor, but some variables were able to be coded
3 Ad could not be coded (video error)
99 Not part of coding set – not coded

Ad aired in the race

1 Yes

gov: Ad aired in gubernatorial race
house: Ad aired in U.S. House race
senate: Ad aired in U.S. Senate race
president: Ad aired in presidential race

Reliability Statistics for WMP Coding Variables

See below for a table showing various coding reliability statistics. Please read "**A note about the data**" on Page 2 for important information about this section. The reliability statistics presented were calculated using the coding of a sample of presidential, U.S. Senate, U.S. House, and gubernatorial ads.

% agreement – Indicates the percentage of time the raters assigned the same value for a given ad.

Kappa - We computed kappa statistics for all nominal variables. For ordinal variables we computed weighted kappas, which are indicated with an asterisk in the Kappa column of the table.

Krippendorff's alpha – Krippendorff's alpha statistics were computed for all variables, though they were run in two batches, depending on the variable type (ordinal vs. nominal).

Avg freq. in ICR set – These values indicate the number of ads in the ICR set where the variable was relevant to the ad and the coder assigned a value from the codebook. There were 1,464 ads in the ICR set.

Variable	label	% Agreement	Kappa (* weighted Kappa)	Krippendorff's alpha	Avg freq. in ICR set
persuade	Goal - To persuade people to vote for or against a candidate	95%	0.525	0.613	1423
donate	Goal - To convince viewers to donate money	100%	0.499	0.332	3
info	Goal - To gather more information about the viewer (e.g., sign up, learn	98%	0.348	0.400	29
contact	Goal - To ask the viewer to contact a legislator about an issue	96%	0.700	0.894	95
purchase	Goal - To encourage the viewer to purchase something (merchandise, ticket to an event, etc.)	100%	0.000	0	0
othergoal	Goal - Something else	99%	0.567	0.643	14
issue_type2	If the ad asks the viewer to contact a legislator, does the ad also attack or promote a legislator?	98%	0.849	0.890	95
issue_type3	Does the ad promote or attach Donald Trump	99%	0.563	0.597	15
sponsor	Sponsor	96%	0.919	0.929	1434
cand	Is the favored candidate shown/mentioned in the ad?	97%	0.933	0.937	1105
tgt	Is a targeted candidate shown/mentioned in the ad?	96%	0.918	0.904	792
gender_fav	Gender of favored candidate	96%	0.938	0.908	1430
gender_target	Gender of targeted candidate	95%	0.922	0.930	1430
mag_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?	82%	0.698	0.670	841
approve	Where does the candidate's oral approval of the spot appear?	96%	0.926	0.953	854
vid	Does the candidate physically appear on screen and speak to the audience during oral approval?	97%	0.900	0.900	245
f_mention	Is fav cand Mentioned by name in the ad	90%	0.790	0.795	915
f_picture	Is fav cand Pictured in the ad	91%	0.809	0.809	881
f_narrate	Is fav cand Narrating the ad	95%	0.873	0.876	376
f_camera	Is fav cand Talking directly into the camera	96%	0.899	0.896	383
o_mention	Is tar cand Mentioned by name in the ad	96%	0.914	0.914	745
o_picture	Is tar cand Pictured in the ad	96%	0.910	0.909	642

Variable	label	% Agreement	Kappa (* weighted Kappa)	Krippendorff's alpha	Avg freq. in ICR set
voice	Does the ad have a voiceover announcer, someone who speaks but is not pictured and is not the candidate?	96%	0.935	0.928	768
ad_tone	In your judgment, is the primary purpose of the ad to promote a specific candidate, attack a candidate, or contrast the candidates?	94%	0.913	0.879	1417
cnt_fin	Finished by attacking or promoting	92%	0.791	0.808	328
prty_mn	Does the ad mention the party label of the favored candidate or the opponent?	90%	0.638	0.639	232
per_ply	Personal vs policy	66%	0.528*	0.561	1404
prsment	President	94%	0.711	0.731	175
biden	Joe Biden	99%	0.896	0.912	91
pence	Mike Pence	99%	0.569	0.569	11
harris	Kamala Harris	99%	0.697	0.695	21
gbush	George W Bush	100%	0.666	0.857	3
hclinton	Hillary Clinton	100%	0.499	0.498	7
bclinton	Bill Clinton	100%	0	1	0
mueller	Mueller	100%	0	0	1
bobama	Barack Obama	99%	0.552	0.604	21
reagan	Ronald Reagan	100%	0.666	0.570	4
gophse	Kevin McCarthy	100%	0	1	0
demhse	Nancy Pelosi	98%	0.844	0.836	92
gopsen	Mitch McConnell	99%	0.685	0.663	23
demsen	Chuck Schumer	99%	0.775	0.693	18
demmt	Democrats or liberals	94%	0.681	0.720	147
gopmt	Republicans or conservatives	94%	0.501	0.576	86
congmt	Congress	84%	0.443	0.512	241
washmt	Washington	92%	0.495	0.542	121
cite6	Citations Media Source (Website, newspaper, etc)	88%	0.760	0.764	712
cite4	Citations Targeted Candidate's Ad	97%	0.515	0.521	41
cite5	Citations Legislation	95%	0.674	0.677	120
fear	Emotions Fear	87%	0.463	0.453	210
enthusiasm	Emotions Enthusiasm	92%	0.837	0.843	933
anger	Emotions Anger	83%	0.657	0.653	699
pride	Emotions Pride	88%	0.240	0.231	147
humor	Emotions Humor	97%	0.526	0.533	57
sadness	Emotions Sadness	92%	0.471	0.465	115
music0	Music - No Music	99%	0.789	0.789	27
music1	Music - Ominous / Tense	84%	0.667	0.673	561
music2	Music - Uplifting	88%	0.763	0.769	856
music3	Music - Sad / Sorrowful	87%	0.451	0.459	189
music90	Music - Other, specify	98%	0.140	0.143	25
mention1	Mentions Tea Party	100%	0.666	0.666	2
mention3	Mentions Hope	99%	0.451	0.451	10
mention33	Mentions God/Faith	98%	0.731	0.739	48
mention4	Mentions Change	97%	0.602	0.605	64
mention5	Mentions Experience	99%	0.327	0.327	15
mention6	Mentions Liberal	98%	0.877	0.880	104
mention7	Mentions Conservative	98%	0.878	0.878	103
mention8	Mentions Special Interests	100%	0.917	0.917	43
mention15	Mentions Main Street	100%	0.665	0.665	5
mention16	Mentions Wall Street	100%	0.959	0.979	26
mention17	Mentions Big Government	100%	0.923	0.923	6
mentionwc	Mentions Working class	99%	0.350	0.349	5
mentionmc	Mentions Middle class	100%	0.893	0.890	31
mentionuc	Mentions Upper class / rich /wealthy	99%	0.609	0.589	22
mention18	Mentions Obamacare	99%	0.627	0.627	19
mention19	Mentions Planned Parenthood	100%	0.879	0.879	13
mention21	Mentions Dark Money	100%	0.768	0.833	6

Variable	label	% Agreement	Kappa (* weighted Kappa)	Krippendorff's alpha	Avg freq. in ICR set
mention23	Mentions Millionaire(s) / Billionaire(s)	100%	0.949	0.949	21
mentioncomm	Mentions Community	98%	0.798	0.790	71
mentionneigh	Mentions Neighborhood	100%	0.629	0.629	8
mentiontogeth	Mentions Together	96%	0.539	0.546	73
mention26	Mentions Fake news	100%	0.399	0.399	2
issue10	Taxes	97%	0.902	0.900	220
issue24	Tax Reform Bill/Tax Overhaul/Tax Legislation (from 2017	99%	0.567	0.566	17
issue11	Deficit / Budget / Debt	99%	0.752	0.752	31
issue12	Government Spending	93%	0.382	0.383	79
issue13	Recession / Economic Stimulus	97%	0.467	0.420	53
issue14	Minimum Wage/Wages	97%	0.548	0.553	49
issue15	Farming	99%	0.871	0.868	49
issue16	Business	90%	0.700	0.694	323
issue17	Union	99%	0.699	0.699	17
issue18	Employment / Jobs	94%	0.822	0.819	292
issue19	Poverty	99%	0.558	0.558	15
issue20	Trade / Globalization	98%	0.628	0.628	31
issue21	Housing / Sub-prime Mortgages	99%	0.661	0.675	24
issue22	Economy (generic reference)	96%	0.796	0.792	157
issue23	Economic Disparity / Income Inequality	99%	0.139	0.150	7
issue217	Debt (personal)	99%	0.606	0.606	10
issue215	Cost of Living	99%	0.412	0.359	11
issue30	Abortion	99%	0.888	0.888	68
issue31	LGBTQ Issues/Rights	99%	0.426	0.198	9
issue101	Gender Discrimination (not LGBTQ)	99%	0.580	0.580	12
issue32	Moral/Family/Religious Values	95%	0.460	0.456	73
issue33	Tobacco	100%	0	0	1
issue34	Affirmative Action	100%	0	1	0
issue35	Gambling	100%	0	1	0
issue36	Assisted Suicide/Euthanasia	100%	0	1	0
issue37	Guns	99%	0.918	0.917	89
gunpic	Gun pictured in ad	98%	0.654	0.654	59
issue38	Civil Liberties/Privacy	100%	0.332	0.332	3
issue39	Civil Rights/Racial Discrimination	98%	0.634	0.641	48
issue102	Seniors (not Medicare)	98%	0.667	0.658	38
issue107	#MeToo #TimesUp	100%	0	1	0
issue112	Disability Rights/Benefits	100%	0.499	0.499	3
issue40	Crime	97%	0.660	0.650	61
issue41	Narcotics/Illegal Drugs	100%	0.666	0.666	5
issue42	Capital Punishment	100%	0	0	0
issue43	Supreme Court/Judiciary	99%	0.769	0.747	22
issue44	Marijuana	100%	1	1	1
issue45	Incarceration/Sentencing	99%	0.517	0.506	19
issue108	Parkland shooting/ Stoneman Douglas High School	100%	1	1	1
issue200	Domestic Violence/Sexual Assault/Harassment	99%	0.634	0.619	21
issue212	Police/Police Brutality/Racial Violence	97%	0.744	0.741	84
issue221	Protest/Riots	97%	0.719	0.719	71
issue50	Education/Schools	98%	0.860	0.864	129
issue51	Lottery for Education	100%	0	1	0
issue52	Child Care/Family Leave	100%	0.832	0.832	13
issue53	Health Care (not prescription drugs)	91%	0.775	0.773	418
issue54	Prescription Drugs	97%	0.813	0.813	115
issue55	Medicare	99%	0.920	0.919	69
issue56	Social Security	100%	0.986	0.986	32
issue57	Welfare	99%	0	0	5
issue58	Women's Health	100%	0.693	0.693	12
issue59	ACA/Obamacare/Health care law, etc.	99%	0.857	0.868	39

Variable	label	% Agreement	Kappa (* weighted Kappa)	Krippendorff's alpha	Avg freq. in ICR set
issue105	Health reform/AHCA/Trumpcare/2017 Republican efforts to repeal	99%	0.129	0.139	8
issue106	Opioids/Prescription Drug Abuse	100%	0.888	0.888	14
issue210	Substance Abuse (not opioids/prescription drugs)	100%	0.570	0.571	3
issue110	Medicaid	100%	0.888	0.879	11
issue116	Medicare for all	99%	0.899	0.913	68
issue117	Universal health care or healthcare for all	99%	0.629	0.629	22
issue209	Healthcare expansion/access	89%	0.699	0.734	350
issue218	Medical Bills	97%	0.560	0.559	53
issue219	Vaccines	100%	0.443	0.499	4
issue220	Socialized medicine	99%	0.372	0.283	9
issue208	Disease/COVID19	96%	0.864	0.859	263
issue60	Military/Defense (generic reference)	96%	0.702	0.698	124
issue61	Foreign Policy (generic reference)	98%	0.125	0.125	15
issue62	Veterans	97%	0.825	0.821	132
issue63	Foreign Aid	100%	0	1	0
issue64	Nuclear Proliferation	100%	1	1	1
issue65	China	99%	0.917	0.922	63
issue66	Middle East	100%	1	1	1
issue67	Afghanistan/War in Afghanistan	100%	0.698	0.698	9
issue68	September 11th	100%	0.941	0.941	17
issue69	Terror/Terrorism/Terrorist	99%	0.542	0.568	12
issue70	Iraq/War in Iraq	100%	0.756	0.756	15
issue71	Israel	100%	1	1	2
issue72	Iran	100%	0.500	0.499	3
issue73	ISIL/ISIS	100%	0.726	0.726	6
issue74	Syria	100%	0	0	1
issue75	Russia/Putin	100%	0.856	0.857	8
issue76	North Korea/Kim Jong Un	100%	1	1	1
issue115	Ukraine	100%	0.569	0.570	8
issue80	Environment (generic reference)	98%	0.494	0.480	36
issue82	Global Warming / Climate Change	99%	0.873	0.873	44
issue113	Pollution	99%	0.612	0.612	13
issue83	Energy Policy	98%	0.853	0.845	82
issue84	Keystone XL Pipeline	100%	0	0	2
issue90	Campaign Finance Reform	94%	0.681	0.679	156
issue91	Government Ethics/Scandal	96%	0.554	0.545	80
issue92	Corporate Fraud	99%	0.423	0.457	14
issue93	Term Limits	100%	0.799	0.799	9
issue94	Pledge of Allegiance (restrictions on)	100%	0	0	1
issue95	Immigration	99%	0.933	0.932	129
issue109	DACA/Dreamers	100%	0	0	2
issue96	Local Issues	98%	0.125	0.125	12
issue97	Other	88%	0.325	0.321	164
issue98	Government Regulations	99%	0.381	0.338	15
issue99	Government Shutdown	100%	1	1	2
issue103	Emergency Preparedness/Response	92%	0.402	0.418	116
issue104	Transportation/Infrastructure	99%	0.701	0.692	31
issue111	Impeachment	99%	0.826	0.826	44
issue118	Socialism	99%	0.885	0.900	47