

Political Advertising in 2022
Wesleyan Media Project
Release Version 1.0 (August 2025)

This collection provides detailed tracking data on when and where political ads aired during the 2022 elections. 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.

DATABASES

The data collection comes in four different files:

1. wmp-senate-2022: contains information on all ads aired in U.S. Senate races
2. wmp-house-2022: contains information on all ads aired in U.S. House races
3. wmp-gov-2022: contains information on all ads aired in gubernatorial races
4. wmp-downballot-2022: contains information on all ads aired in other races. Typically, WMP only provides this for federal and gubernatorial ads. The content variables will be blank for the ads in this file.

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 Baum, and Breeze Floyd. 2025. "Political Advertising in 2022." Version 1.0 [dataset]. Middletown, CT: The Wesleyan Media Project, Department of Government at Wesleyan University.

For guidance on how to cite multiple datasets in the event that references are limited, please see <https://mediaproject.wesleyan.edu/dataaccess/#cite-wmp>.

SUPPORT

This data collection was made possible by grants from the John S. and James L. Knight Foundation and Wesleyan University.

DATA COLLECTION AND CODING

The source for the ad data is Kantar Media/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. 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 we've coded, but, as with all large datasets, some errors may 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 by WMP at all. 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.

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.

Starting in 2025, WMP has added automatic speech recognition (ASR) from Google to its public releases. WMP did not use ASR in any of its human coding and has not carefully reviewed or corrected the ASR output, so errors may be present, and we encourage careful inspection.

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

asr_text: Automatic speech recognition (ASR) text

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

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

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

gender_tar Gender of the targeted candidate

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

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 Joe Biden mentioned or pictured in the ad?

dtrump: Is Donald Trump 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?

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?

congamt: 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 2022, 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

mention33: God/Faith

mention6: Liberal

mention7: Conservative

mention8: Special Interests

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)

mention34: Democracy

mention35: Extreme / Radical

mention36: CRT / Critical Race Theory

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

0 No

1 Yes

Drugs/Drug Abuse/ Prescription Drugs

issue41 Narcotics/Illegal Drugs

issue44 Marijuana

issue33 Tobacco
issue54 Prescription Drugs
issue106 Opioids / Rx drug abuse
issue210 Substance Abuse

Economic Policy

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

Social Issues

issue30 Abortion
issue32 Moral/Family/Religious Values
issue102 Seniors (not Medicare)
issue56 Social Security
issue57 Welfare
issue38 Civil Liberties/Privacy
issue34 Affirmative Action
issue35 Gambling
issue36 Assisted Suicide/Euthanasia
issue37 Gun Control/Guns
issue108 School Shootings
GUNPIC Gun Pictured in Ad
issue31 LGBTQ Issues/Rights
issue101 Gender Discrimination (not LGBTQ)
issue39 Civil Rights / Racial Discrimination
issue107 #metoo #timesup
issue112 Disability rights/benefits

Law and Order

issue40 Crime
issue45 Incarceration / Sentencing
issue43 Courts / Judiciary / Supreme Court
issue42 Capital Punishment
issue212 Police Brutality / Racial Violence
issue221 Protests/riots (not 1/6 insurrection)

issue200 Domestic Violence / Sexual Assault / Harassment

issue95 Immigration

issue109 DACA/Dreamers

issue222 January 6th/Insurrection

Education/Child Care/Family Leave

issue50 Education/Schools

issue52 Child Care/Family Leave

Ethics/ Campaign Finance Reform

issue90 Campaign Finance / Money in Elections / Reform

issue91 Government Ethics/Scandal

issue92 Corporate Fraud

Foreign/Defense Policy

issue60 Military (generic reference)

issue61 Foreign Policy (generic reference)

issue62 Veterans

issue63 Foreign Aid

issue64 Nuclear Proliferation

issue68 September, 11th

issue69 Terror/Terrorism/Terrorist

issue66 Middle East

issue67 Afghanistan/War in Afghanistan

issue70 Iraq/War in Iraq

issue71 Israel

issue72 Iran

issue73 ISIL / ISIS

issue74 Syria

issue65 China

issue75 Russia / Putin

issue76 North Korea / Kim Jong Un

issue114 Ukraine/Zelensky

Environment/Energy

issue80 Environment (generic reference)

issue82 Climate Change / Global Warming

issue83 Energy Policy

issue84 Keystone XL Pipeline

issue113 Pollution

Health/Healthcare

issue58 Women's Health

issue55 Medicare

issue53 Health Care (not prescription drugs)

issue59 ACA/Obamacare/Health care law, etc.

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)

Other

issue93 Term Limits
issue96 Local Issues
issue98 Government Regulations
issue99 Government Shutdown
issue103 Emergency Preparedness / Response
issue104 Transportation / Infrastructure
issue97 Other
issue118 Socialism
issue111 Impeachment
issue223 2020 Election References

spanish: Spanish-language ad

1 Yes

vidfile: Expected filename of corresponding .mp4 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 House race

senate: Ad aired in Senate 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.

% 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).

Frequency in ICR set – These values indicate the instances of a code in our ICR set. Our ICR set included 1,550 ads.

Variable	label	% Agreement	Kappa (*weighted kappa)	Krippendorff's alpha	Freq. in ICR set
persuade	Ad Goal - To persuade people to vote for or against a candidate	0.945	0.520	0.613	1476
donate	Ad Goal - To convince viewers to donate money	0.997	0.499	0.499	3
gather	Ad Goal - To gather more information about the viewer	0.982	0.117	0.116	19
contact	Ad Goal - To ask the viewer to contact a legislator about an issue	0.956	0.676	0.833	102
purchase	Ad Goal - To encourage the viewer to purchase something	1.000	0.000	1.000	0
othergoal	Ad Goal - Something else	0.988	0.169	0.256	12
issue_type2	If suggests contacting legislator, does ad promote or attack legislator?	0.968	0.619	0.833	102
sponsor	Sponsor	0.922	0.863	0.932	1542
voice	Does the ad have a voiceover announcer?	0.936	0.903	0.889	884
cand	Is the favored candidate shown / mentioned in the ad?	0.967	0.917	0.912	1142
gender_fav	Gender of the favored candidate	0.959	0.934	0.921	1550
tgt	Is a targeted candidate shown / mentioned in the ad?	0.948	0.898	0.892	822
gender_target	Gender of the targeted candidate	0.946	0.914	0.898	1550
mag_wrd	Ad mentions 'magic words' such as vote for, elect, etc.	0.709	0.535	0.624	901

Variable	label	% Agreement	Kappa (*weighted kappa)	Krippendorff's alpha	Freq. in ICR set
approve	Where does the candidate's oral approval of the spot appear?	0.951	0.891	0.939	666
vid	Candidate appear on screen during approval	0.950	0.890	0.880	233
f_mention	Is fav cand (matrix) Mentioned by name in the ad	0.912	-0.031	0.824	986
f_picture	Is fav cand (matrix) Pictured in the ad	0.901	0.356	0.817	950
narrate1	Is fav cand (matrix) Narrating the ad	0.891	0.793	0.831	402
camera	Is fav cand (matrix) Talking directly into the camera	0.926	0.911	0.927	452
o_mention	Is tar cand (matrix) Mentioned by name in the ad	0.947	0.331	0.902	794
o_picture	Is tar cand (matrix) Pictured in the ad	0.934	0.809	0.888	723
ad_tone	Is primary purpose of ad to promote a specific candidate, attack a candidate, or	0.899	0.885	0.762	1501
cnt_fin	If ad is contrast, does it finish by promoting or attacking	0.917	0.684	0.753	292
prty_mn	Party labels of candidate or opponent	0.818	0.562	0.613	309
per_ply	Is primary focus of ad personal characteristics of either candidate or policy matters	0.690	0.510*	0.547	1531
prsmnt	Joe Biden mention	0.963	0.876	0.899	281
dtrump	Donald Trump mention	0.973	0.848	0.887	147
gophse	Kevin McCarthy mention (GOP Hse)	0.995	0.553	0.553	11
demhse	Nancy Pelosi mention (Dem Hse)	0.990	0.928	0.945	115
gopsen	Mitch McConnell mention (GOP Sen)	0.997	0.904	0.941	26
demsen	Charles Schumer mention (Dem Sen)	0.994	0.734	0.734	21
bobama	Barack Obama mention	0.995	0.835	0.897	25
gbush	George Bush mention	0.997	0.332	0.666	3
hclinton	Hillary Clinton mention	0.999	0.750	0.750	4
bclinton	Bill Clinton mention	1.000	0.000	1.000	0
reagan	Ronald Reagan mention	0.998	0.249	0.500	2
pence	Mike Pence mention	0.999	0.666	0.667	1
harris	Kamala Harris mention	0.992	0.704	0.776	24
demmt	Democrats mention	0.917	0.667	0.705	220

Variable	label	% Agreement	Kappa (*weighted kappa)	Krippendorff's alpha	Freq. in ICR set
gopmt	Republicans mention	0.910	0.504	0.562	134
congmt	Congress mention	0.787	0.148	0.193	208
washmt	Washington mention	0.879	0.426	0.520	170
scourt	Supreme Court mention	0.979	0.599	0.681	41
cite6	Citations Media Source (Website, newspaper, etc)	0.810	0.523	0.718	809
cite4	Citations Targeted Candidate's Ad	0.826	0.373	0.302	46
cite5	Citations Legislation	0.698	0.353	0.372	310
fear	Emotions Fear	0.819	0.510	0.507	333
enthusiasm	Emotions Enthusiasm	0.849	0.712	0.701	884
anger	Emotions Anger	0.766	0.550	0.544	785
pride	Emotions Pride	0.778	0.221	0.218	232
humor	Emotions Humor	0.958	0.577	0.572	65
sadness	Emotions Sadness	0.930	0.366	0.367	82
music0	No Music	0.979	0.932	0.912	24
music1	Ominous/tense	0.833	0.696	0.691	717
music2	Uplifting	0.848	0.728	0.716	773
music3	Sad/Sorrowful	0.893	0.358	0.359	123
music90	Other	0.921	0.245	0.227	75
mention33	God/Faith	0.891	0.707	0.557	38
mention6	Liberal	0.886	0.843	0.756	107
mention7	Conservative	0.896	0.961	0.890	155
mention8	Special interests	0.900	0.965	0.904	32
mention16	Wall Street	0.901	0.799	0.571	2
mention17	Big Government	0.901	1.000	0.800	2
mention19	Planned Parenthood	0.901	1.000	0.786	18
mention21	Dark money	0.899	0.569	0.499	6
mention23	Millionaire(s)/Billionaire(s)	0.898	0.915	0.779	40
mention18	Obamacare mention	0.901	0.856	0.857	4

Variable	label	% Agreement	Kappa (*weighted kappa)	Krippendorff's alpha	Freq. in ICR set
mentionwc	Working class mention	0.896	0.492	0.377	11
mentionmc	Middle class mention	0.898	0.952	0.939	60
mentionuc	Upper class / rich mention	0.895	0.799	0.616	34
mention34	Democracy	0.899	0.905	0.797	25
mention35	Extreme / Radical	0.887	0.899	0.780	189
mention36	CRT / Critical Race Theory	0.899	0.916	0.918	18
issue210	Substance abuse	0.970	0.698	0.665	7
issue41	Narcotics/Illegal Drugs	0.965	0.767	0.699	45
issue54	Prescription Drugs	0.972	0.968	0.828	98
issue106	Opioids/Rx abuse	0.967	0.605	0.589	10
issue44	Marijuana	0.973	1.000	1.000	3
issue33	Drugs-Issues Tobacco	0.973	0.000	1.000	0
issue22	Economy (generic reference)	0.874	0.605	0.593	72
issue10	Issues Taxes	0.877	0.886	0.887	376
issue11	Deficit / Budget / Debt	0.895	0.643	0.614	26
issue12	Government Spending	0.851	0.659	0.621	185
issue13	Recession / Economic Stimulus	0.891	0.676	0.649	41
issue20	Trade / Globalization	0.888	0.426	0.410	31
issue18	Employment / Jobs	0.864	0.802	0.786	250
issue16	Business	0.838	0.671	0.630	256
issue217	Economic-Issues Debt (personal)	0.903	0.360	0.263	11
issue17	Union	0.904	0.734	0.606	14
issue14	Minimum Wage	0.883	0.659	0.636	65
issue215	Economic-Issues Cost of living / Inflation	0.843	0.756	0.788	355
issue23	Economic Disparity / Income Inequality	0.895	0.229	0.200	14
issue19	Poverty	0.898	0.408	0.351	15
issue15	Farming	0.895	0.841	0.813	73
issue21	Housing / Sub-prime Mortgages	0.886	0.704	0.658	63

Variable	label	% Agreement	Kappa (*weighted kappa)	Krippendorff's alpha	Freq. in ICR set
issue50	Education/Schools	0.959	0.935	0.848	203
issue52	Child Care/Family Leave	0.959	0.918	0.741	29
issue80	Environment (generic reference)	0.908	0.654	0.553	33
issue82	Climate Change / Global Warming	0.911	0.794	0.779	35
issue113	Environment-Issues Pollution	0.913	0.504	0.524	10
issue83	Energy Policy	0.908	0.724	0.671	230
issue84	Keystone XL Pipeline	0.919	1.000	1.000	3
issue90	Campaign Finance Reform	0.903	0.540	0.470	80
issue91	Government Ethics/Scandal	0.903	0.542	0.437	72
issue92	Corporate Fraud	0.912	0.589	0.392	20
issue60	Military/Defense (generic reference)	0.914	0.358	0.419	67
issue61	Foreign Policy (generic reference)	0.941	0.190	0.176	9
issue62	Veterans	0.939	0.857	0.763	153
issue63	Foreign Aid	0.950	0.000	0.000	0
issue64	Nuclear Proliferation	0.949	0.000	0.000	0
issue68	September 11th	0.948	0.817	0.777	9
issue69	Terror/Terrorism/Terrorist	0.945	0.650	0.496	11
issue66	Middle East	0.948	-0.004	0.000	1
issue67	Afghanistan/War in Afghanistan	0.947	0.865	0.847	16
issue70	Iraq/War in Iraq	0.948	0.850	0.817	13
issue71	Israel	0.950	1.000	1.000	2
issue72	Iran	0.950	1.000	1.000	1
issue73	ISIL/ISIS	0.950	1.000	1.000	1
issue74	Syria	0.950	0.000	1.000	0
issue75	Russia / Putin	0.950	1.000	0.963	14
issue76	North Korea / Kim Jong Un	0.950	1.000	1.000	1
issue65	China	0.949	0.989	0.936	66
issue114	Foreign Policy-Issues Ukraine / Zelensky	0.950	1.000	0.833	6

Variable	label	% Agreement	Kappa (*weighted kappa)	Krippendorff's alpha	Freq. in ICR set
issue53	Health care	0.910	0.707	0.644	113
issue59	ACA/Obamacare	0.929	0.658	0.531	6
issue58	Women's Health	0.927	0.872	0.611	45
issue55	Medicare	0.929	0.957	0.906	68
issue110	Health-Issues Medicaid	0.932	1.000	1.000	4
issue218	Health-Issues Medical Bills	0.913	0.341	0.382	26
issue219	Health-Issues Vaccines	0.928	0.843	0.746	22
issue220	Health-Issues Socialized medicine	0.931	0.000	0.000	1
issue208	Health-Issues Outbreaks of infectious disease (incl. Coronavirus)	0.926	0.919	0.781	79
issue116	Is Medicare for All mentioned?	0.992	1.000	0.897	68
issue117	Is universal healthcare or healthcare for all mentioned?	0.952	0.793	0.666	3
issue209	Does the ad mention expanding access to healthcare or increasing the number of p	0.942	0.224	0.626	111
issue40	Crime	0.865	0.708	0.713	218
issue45	Incarceration/Sentencing	0.877	0.584	0.598	76
issue43	Supreme Court/Judiciary	0.879	0.383	0.287	64
issue42	Capital Punishment	0.908	0.498	0.500	1
issue212	Police brutality / racial violence	0.881	0.812	0.822	217
issue221	LawOrder-Issues Protests/riots	0.878	0.558	0.503	68
issue200	Domestic violence / sexual assault / harassment	0.895	0.828	0.693	105
issue95	Immigration	0.901	0.937	0.914	178
issue109	DACA / Dreamers	0.908	0.000	0.000	0
issue222	LawOrder-Issues January 6th/insurrection	0.905	0.878	0.827	35
issue30	Abortion	0.870	0.950	0.951	239
issue32	Moral/Family/Religious Values	0.850	0.714	0.473	144
issue37	Gun control / guns	0.867	0.885	0.861	96
gunpic	Gun pictured in ad	0.868	0.821	0.682	66
issue108	Social-Issues School Shootings	0.875	0.757	0.760	10

Variable	label	% Agreement	Kappa (*weighted kappa)	Krippendorff's alpha	Freq. in ICR set
issue102	Seniors (not Medicare)	0.863	0.703	0.553	60
issue56	Social Security	0.875	0.943	0.917	50
issue57	Welfare	0.875	0.541	0.397	6
issue112	Social-Issues Disability Rights/Benefits	0.877	-0.002	0.000	1
issue31	LGBTQ issues/rights	0.875	0.928	0.883	40
issue101	Gender discrimination (not LGBTQ)	0.871	0.510	0.457	14
issue38	Civil Liberties/Privacy	0.845	0.257	0.229	51
issue39	Civil rights / racial discrimination	0.861	0.636	0.525	51
issue34	Affirmative Action	0.878	0.000	1.000	0
issue35	Gambling	0.877	-0.002	0.000	1
issue36	Assisted Suicide/Euthanasia	0.878	0.000	1.000	0
issue107	#metoo / #timesup	0.878	0.000	0.000	0
issue93	Term Limits	0.830	1.000	1.000	8
issue111	Misc-Issues - Selected Choice Impeachment	0.830	1.000	1.000	2
issue96	Local Issues	0.819	0.353	0.158	30
issue98	Government Regulations	0.826	0.199	0.058	16
issue99	Government Shutdown	0.830	0.000	0.000	1
issue103	Emergency Preparedness/Response	0.825	0.575	0.213	27
issue104	Transportation/Infrastructure	0.825	0.873	0.710	57
issue118	Misc-Issues - Selected Choice Socialism	0.828	0.898	0.821	25
issue223	Misc-Issues - Selected Choice 2020 Election references	0.823	0.677	0.553	23
issue97	Other issue	0.805	0.451	0.213	137