Table 1: Positive Campaigning

	Dependent variable:							
	Dichotomous Less Negative Campaigning				Ordinal Less Negative Campaigning			
	logistic				ordered logistic			
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
RCV	0.601***	0.601***	0.580***	0.558***	0.787***	0.785***	0.771***	0.754***
	(0.091)	(0.092)	(0.092)	(0.092)	(0.083)	(0.083)	(0.083)	(0.084)
White	0.104	0.116	0.107	0.086	0.104	0.115	0.109	0.082
	(0.125)	(0.125)	(0.125)	(0.126)	(0.111)	(0.111)	(0.111)	(0.111)
Age	−0.006**	−0.007**	−0.007**	−0.007**	−0.008***	−0.009***	−0.009***	−0.009***
	(0.003)	(0.003)	(0.003)	(0.003)	(0.003)	(0.003)	(0.003)	(0.003)
Education	0.226***	0.212***	0.190***	0.183***	0.188***	0.180***	0.167***	0.162***
	(0.043)	(0.044)	(0.044)	(0.044)	(0.038)	(0.038)	(0.039)	(0.039)
Employed	0.046	0.043	0.041	0.055	−0.044	−0.046	−0.048	−0.034
	(0.105)	(0.105)	(0.106)	(0.106)	(0.094)	(0.094)	(0.094)	(0.094)
Married	0.142	0.125	0.129	0.121	0.121	0.110	0.112	0.105
	(0.091)	(0.092)	(0.092)	(0.092)	(0.082)	(0.082)	(0.082)	(0.082)
Democrat	0.145	0.101	0.096	0.035	0.083	0.056	0.054	−0.007
	(0.100)	(0.101)	(0.101)	(0.102)	(0.090)	(0.091)	(0.091)	(0.092)
Republican	−0.686***	−0.697***	−0.698***	−0.696***	−0.695***	−0.705***	−0.706***	−0.704***
	(0.161)	(0.161)	(0.161)	(0.162)	(0.134)	(0.134)	(0.134)	(0.134)
Electoral Winner	0.416***	0.381***	0.370***	0.339***	0.412***	0.390***	0.382***	0.353***
	(0.062)	(0.063)	(0.063)	(0.064)	(0.056)	(0.056)	(0.057)	(0.057)
Interesting		0.352***	0.321***	0.250***		0.199**	0.183**	0.113
		(0.093)	(0.093)	(0.095)		(0.083)	(0.083)	(0.085)
Mobilization			0.326***	0.334***			0.178**	0.184**
			(0.105)	(0.105)			(0.091)	(0.091)
City Satisfaction				0.168***				0.156***
				(0.046)				(0.039)
Constant	−1.960***	−2.009***	−2.082***	−2.580***				
	(0.276)	(0.277)	(0.279)	(0.314)				
Observations	2,398	2,398	2,398	2,398	2,398	2,398	2,398	2,398
Log Likelihood	−1,457.362	−1,450.147	−1,445.225	−1,438.290				
Akaike Inf. Crit.	2,934.724	2,922.293	2,914.449	2,902.579				

Note: *p<0.1; **p<0.05; ***p<0.01