

Extension of “The Effect of Television Advertising in United States Elections.”
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Table 1: Effects of Aggregate Television Advertising in Last Two Months of Election Across Offices (2000-2022). The treatment variable is Democratic ad advantage in terms of hundreds of ads. The results analyze heterogeneity in advertising effects by year based on the specifications in Table 3 of Sides, Vavreck, and Warshaw (2022).

| | <i>Dependent variable:</i> | | | | | | | | | | | |
|----------------|----------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| | President | | | Senate | | | Governor | | | House | | |
| | All Counties | | Border | All Counties | | Border | All Counties | | Border | All Counties | | Border |
| | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) | (11) | (12) |
| 2000 | 0.096** (0.042) | 0.090** (0.040) | -0.050 (0.056) | 0.046 (0.096) | 0.085 (0.083) | 0.019 (0.146) | 0.236 (0.202) | 0.146 (0.204) | 0.315 (0.219) | 0.213** (0.098) | 0.188** (0.094) | 0.225 (0.170) |
| 2002 | | | | -0.040 (0.101) | 0.066 (0.087) | -0.134 (0.082) | 0.021 (0.057) | 0.066 (0.060) | 0.061 (0.045) | 0.282 (0.183) | 0.174 (0.174) | -0.079 (0.127) |
| 2004 | 0.041** (0.016) | 0.052*** (0.014) | -0.004 (0.021) | 0.079 (0.071) | 0.171** (0.074) | 0.092 (0.067) | 0.155 (0.100) | 0.123 (0.085) | -0.088 (0.104) | -0.068 (0.104) | -0.066 (0.107) | -0.034 (0.132) |
| 2006 | | | | 0.012 (0.045) | 0.051 (0.040) | 0.058 (0.038) | 0.017 (0.056) | 0.118*** (0.044) | 0.121** (0.055) | 0.059 (0.058) | 0.067 (0.053) | -0.062 (0.063) |
| 2008 | 0.042*** (0.010) | 0.044*** (0.008) | 0.026*** (0.008) | -0.066 (0.041) | -0.052 (0.036) | -0.035 (0.025) | 0.288*** (0.109) | 0.207** (0.095) | 0.254*** (0.074) | 0.090 (0.058) | 0.097* (0.056) | 0.105** (0.051) |
| 2010 | | | | 0.173*** (0.031) | 0.163*** (0.033) | 0.093*** (0.024) | 0.138*** (0.032) | 0.113*** (0.030) | 0.034 (0.025) | 0.087** (0.040) | 0.099** (0.038) | 0.148*** (0.046) |
| 2012 | 0.018* (0.010) | 0.026*** (0.007) | 0.011* (0.006) | 0.023 (0.029) | 0.033 (0.027) | 0.049*** (0.018) | 0.101 (0.076) | 0.112* (0.066) | 0.142*** (0.052) | 0.085 (0.065) | 0.088 (0.062) | 0.060 (0.059) |
| 2014 | | | | 0.017 (0.025) | 0.029 (0.021) | 0.031** (0.015) | 0.075*** (0.021) | 0.081*** (0.018) | 0.055*** (0.015) | -0.005 (0.038) | 0.004 (0.036) | 0.081 (0.061) |
| 2016 | 0.011 (0.010) | 0.001 (0.007) | 0.014* (0.008) | 0.036*** (0.013) | 0.029** (0.011) | 0.034*** (0.009) | 0.136*** (0.041) | 0.101*** (0.035) | 0.062** (0.029) | 0.122*** (0.028) | 0.108*** (0.031) | 0.142*** (0.052) |
| 2018 | | | | 0.057*** (0.015) | 0.031** (0.014) | 0.026* (0.015) | 0.047** (0.022) | 0.041*** (0.015) | 0.027** (0.013) | 0.082*** (0.018) | 0.071*** (0.018) | 0.063*** (0.023) |
| 2020 | -0.003 (0.003) | -0.003 (0.002) | 0.011** (0.005) | 0.013*** (0.004) | -0.003 (0.003) | 0.001 (0.003) | (0.000) | (0.000) | (0.000) | 0.027*** (0.008) | 0.023*** (0.007) | 0.009 (0.016) |
| 2022 | | | | 0.048*** (0.008) | 0.014** (0.006) | 0.017** (0.008) | 0.038*** (0.008) | 0.019** (0.008) | 0.008 (0.010) | 0.040** (0.016) | 0.033* (0.017) | -0.003 (0.017) |
| FEs: | | | | | | | | | | | | |
| election-year | X | X | X | X | X | X | X | X | X | X | X | X |
| county | X | X | X | X | X | X | X | X | X | X | X | X |
| border-pairs | | | X | | | X | | | X | | X | X |
| Demo Controls | | X | | | X | | | X | | | X | |
| LDV | X | X | | X | X | | X | X | | X | X | |
| Obs. | 15,708 | 15,708 | 22,165 | 21,379 | 21,379 | 30,094 | 14,032 | 14,032 | 19,776 | 29,923 | 29,923 | 47,974 |
| R ² | 0.979 | 0.987 | 0.990 | 0.957 | 0.970 | 0.988 | 0.945 | 0.961 | 0.984 | 0.974 | 0.976 | 0.990 |

Note:

*p<0.1; **p<0.05; ***p<0.01