Appendix to
HOW QUICKLY WE FORGET: THE DURATION OF PERSUASION EFFECTS FROM MASS COMMUNICATION

Response function

Our use of an ordered probit response function also depends on the assumption, unlikely to be entirely correct, that "no preference" responses fall on an ordered continuum between Democratic and Republican preference. A multinomial response model would relax this assumption, but also double the number of parameters to be estimated, rendering all estimates less precise. In Johnston et al.'s (2004) multinomial model of the same presidential data used here, three of their four advertising coefficients – one for each candidate's ads in each part of the multinomial model -- have t-ratios less than one (Table 4.1, p. 81.) When we estimated the block models in Tables 1 and 2 with a multinomial response model, we obtained results that were substantively similar, except with much wider standard errors (see tables below). We were unable to estimate the closed form models in Tables 4 and 5 at all.

Another modeling option would be to use the simple probit model, but with separate variables for Democratic and Republican advertising. This would allow each candidate's ads to have different impacts. Huber and Arceneaux (2007) take this approach, but the two coefficients they estimate are not statistically distinguishable; nor, even in terms of magnitude alone, is one candidate's ad coefficient consistently larger than the other's in different models (see Table 3, p. 968).

The Johnston and Huber studies obtained very noisy estimates without even attempting to capture decay. When we add the extra parameter for decay, results are

even more noisy -- and yet still, as best one can tell through the noise, substantively similar to the ordered probit results. Hence we believe the most appropriate modeling strategy is to use the ordered probit response function, as we have done.

Non-linear effects of advertising

Another specification issue is that our principal advertising variable, because it is based on differences in ad flows rather than levels, cannot sharply distinguish a case in which one candidate has more ads at low levels of advertising, and another in which this candidate has the same edge at a higher overall levels. Huber and Arceneaux find an interaction consistent with this possibility, but Gerber et al. look for and do not find this interaction.

Our need to estimate a separate decay parameter limits our ability to test for this kind of interaction. For the complex closed form models described in Table 3, adding a parameter to capture non-linearities in impact is not readily feasible. For the simpler models in Tables 1 and 2, it is feasible, but would greatly complicate interpretation of the results. But as a partial fix for concern about non-linearities in advertising impacts, we use a natural log transformation of ad variables throughout the paper, which produces slightly better fits than unlogged ad variables, and translates into a decrease in ad impact as the overall level of advertising increases.

Spillover advertising effect

As a robustness check to our main results, we test for the possibility that our results are affected by endogeneity in the selection of states in which advertising takes place. Our identification strategy builds on Huber and Arceneaux (2007), which estimates the persuasive effect of advertising using accidental advertising in non-battleground

states. The idea here is that, when media markets overlap a battleground and a non-battleground state, advertising appears in both states, but "ground campaigns" and other political activity occur only in the battleground state. By estimating effects in the non-battleground state, we obtain an estimate of advertising effects that is uncontaminated by other activity.

In implementing this strategy, Huber and Arceneaux used data from all non-battleground states in which presidential advertising ran. Upon investigation, we found that some of the advertising in non-battleground states was not actually spillover advertising, but was purchased for a purpose other than influencing the presidential outcome in that (safe) state. For example, the Bush campaign promised its California donors that some of the money raised from them would be spent in the state; when California turned out to be safe for Gore, Karl Rove decided to use the money to test the effectiveness of Spanish-language advertising in Latino areas. For another example, the NAACP paid for advertising in Georgia, a very safe Republican state. We believe that such advertising may provide a misleading view of the effect of advertising where it matters – in the battleground states. We have therefore restricted our non-battleground analysis to states in which the advertising is true spillover advertising from an adjacent battleground market. We may this determination based on a map of Designated Market Areas state boundaries. The non-battleground states with spillover advertising were found to be ID, NE, KY, MS, AL, IN, GA, NJ, MA, VT, MT, KY, and MD. Control states used in the model, in which no advertising, spillover or otherwise, occurred are OK, NY, RI, TX, UT, WY.

We present results of our spillover analysis in Table 6 below.

1 Complete Regression Models

Table 1: Full Ordered Probit Result for Table 1: 2000 Chunk Models

		Watch TV news		TV news viewers only			
	Full	No	Yes				
Female	-0.177	-0.204	-0.172	-0.172	-0.172	-0.173	-0.172
	(0.027)	(0.105)	(0.028)	(0.028)	(0.028)	(0.028)	(0.028)
White	0.37	0.362	0.371	0.372	0.371	0.371	0.371
	(0.04)	(0.15)	(0.042)	(0.042)	(0.042)	(0.042)	(0.042)
Age	-0.002	0.001	-0.002	-0.002	-0.002	-0.002	-0.002
	(0.001)	(0.004)	(0.001)	(0.001)	(0.001)	(0.001)	(0.001)
Income	0.011	-0.021	0.013	0.013	0.013	0.013	0.013
	(0.008)	(0.029)	(0.008)	(0.008)	(0.008)	(0.008)	(0.008)
Income (don't know)	0.036	-0.007	0.04	0.042	0.04	0.039	0.039
	(0.057)	(0.213)	(0.059)	(0.059)	(0.059)	(0.059)	(0.059)
Education	-0.026	-0.067	-0.024	-0.024	-0.024	-0.024	-0.024
	(0.009)	(0.035)	(0.009)	(0.009)	(0.009)	(0.009)	(0.009)
Hispanic	0.106	0.149	0.091	0.091	0.091	0.091	0.09
	(0.054)	(0.183)	(0.058)	(0.058)	(0.058)	(0.058)	(0.058)
Political Info	-0.441	-0.671	-0.413	-0.413	-0.413	-0.413	-0.412
	(0.049)	(0.192)	(0.051)	(0.051)	(0.051)	(0.051)	(0.051)
Party Identification	0.267	0.092	0.284	0.284	0.284	0.284	0.284
	(0.025)	(0.09)	(0.026)	(0.026)	(0.026)	(0.026)	(0.026)
PID * Info	0.392	0.64	0.37	0.37	0.37	0.37	0.37
	(0.039)	(0.15)	(0.041)	(0.041)	(0.041)	(0.041)	(0.041)
1996 Republican	0.818	1.285	0.812	0.816	0.812	0.811	0.811
County Vote Share	(0.165)	(0.646)	(0.172)	(0.172)	(0.172)	(0.172)	(0.172)
1996 Perot	1.508	1.861	1.464	1.454	1.465	1.473	1.468
County Vote Share	(0.585)	(2.209)	(0.611)	(0.611)	(0.611)	(0.611)	(0.611)
Church Attendance	0.128	0.113	0.13	0.13	0.13	0.131	0.131
	(0.01)	(0.038)	(0.011)	(0.011)	(0.011)	(0.011)	(0.011)
Church (don't know)	-0.609	-0.717	-0.648	-0.652	-0.65	-0.648	-0.647
	(0.147)	(0.435)	(0.159)	(0.159)	(0.159)	(0.159)	(0.159)
Interview Week 0	0.024	0.123	0.011	0.017	0.011	0.007	0.009
	(0.076)	(0.299)	(0.079)	(0.079)	(0.079)	(0.079)	(0.079)
Interview Week 1	0.091	0.061	0.094	0.096	0.093	0.088	0.085
	(0.075)	(0.295)	(0.078)	(0.078)	(0.078)	(0.079)	(0.079)
Interview Week 2	-0.067	-0.041	-0.072	-0.072	-0.072	-0.07	-0.069
	(0.075)	(0.297)	(0.078)	(0.078)	(0.078)	(0.078)	(0.078)
Interview Week 3	-0.111	-0.093	-0.121	-0.124	-0.121	-0.118	-0.119
	(0.076)	(0.302)	(0.079)	(0.079)	(0.079)	(0.079)	(0.079)
Interview Week 4	-0.093	0.061	-0.115	-0.115	-0.115	-0.112	-0.107

Table 1: Full Ordered Probit Result for Table 1: 2000 Chunk Models

	Watch TV news			TV news viewers only			
	Full	No	Yes				
	(0.076)	(0.295)	(0.079)	(0.079)	(0.079)	(0.079)	(0.079)
Interview Week 5	0.022	0.193	0.004	0.004	0.004	0.005	0.005
	(0.076)	(0.31)	(0.079)	(0.079)	(0.079)	(0.079)	(0.079)
Interview Week 6	0.1	0.235	0.08	0.076	0.08	0.083	0.081
	(0.077)	(0.307)	(0.08)	(0.08)	(0.08)	(0.08)	(0.08)
Interview Week 7	-0.015	-0.091	-0.014	-0.016	-0.014	-0.01	-0.01
	(0.074)	(0.304)	(0.077)	(0.077)	(0.077)	(0.078)	(0.078)
Interview Week 8	0.017	-0.264	0.025	0.025	0.025	0.026	0.028
	(0.074)	(0.314)	(0.077)	(0.077)	(0.077)	(0.077)	(0.077)
Media Market 500	-0.2	-4.455	-0.19	-0.208	-0.187	-0.169	-0.166
	(0.319)	(0)	(0.327)	(0.328)	(0.328)	(0.329)	(0.329)
Media Market 504	-0.339	0.02	-0.368	-0.366	-0.369	-0.365	-0.355
	(0.211)	(0.899)	(0.218)	(0.218)	(0.218)	(0.218)	(0.218)
Media Market 505	0.034	-0.236	0.058	0.061	0.057	0.06	0.065
	(0.228)	(1.075)	(0.234)	(0.234)	(0.234)	(0.234)	(0.234)
Media Market 508	0.558		0.555	0.546	0.554	0.565	0.563
	(0.245)		(0.247)	(0.247)	(0.247)	(0.247)	(0.247)
Media Market 510	0.001	0.207	-0.017	-0.02	-0.019	-0.018	-0.02
	(0.2)	(0.976)	(0.204)	(0.205)	(0.205)	(0.204)	(0.205)
Media Market 515	0.447	-0.016	0.862	0.857	0.858	0.851	0.844
	(0.456)	(0.918)	(0.648)	(0.648)	(0.648)	(0.647)	(0.649)
Media Market 528	-0.259	-0.02	-0.268	-0.272	-0.269	-0.26	-0.241
	(0.233)	(0.732)	(0.246)	(0.246)	(0.246)	(0.247)	(0.248)
Media Market 534	-0.059		-0.055	-0.062	-0.051	-0.043	-0.031
	(0.222)		(0.223)	(0.223)	(0.224)	(0.224)	(0.224)
Media Market 535	-0.032	0.218	-0.061	-0.068	-0.061	-0.057	-0.061
	(0.246)	(0.603)	(0.273)	(0.273)	(0.273)	(0.273)	(0.273)
Media Market 539	-0.039		-0.043	-0.053	-0.045	-0.033	-0.034
	(0.247)		(0.248)	(0.249)	(0.249)	(0.249)	(0.249)
Media Market 542	-0.481	0.145	-0.616	-0.625	-0.608	-0.603	-0.622
	(0.368)	(0.802)	(0.413)	(0.413)	(0.414)	(0.414)	(0.413)
Media Market 548	0.1	-4.261	0.169	0.169	0.172	0.178	0.184
	(0.377)	(0)	(0.389)	(0.39)	(0.389)	(0.389)	(0.389)
Media Market 563	0.511	0.211	0.541	0.541	0.542	0.546	0.547
	(0.277)	(0.903)	(0.293)	(0.294)	(0.293)	(0.293)	(0.293)
Media Market 566	0.283	3.363	0.278	0.273	0.28	0.29	0.293
	(0.267)	(0)	(0.27)	(0.27)	(0.27)	(0.27)	(0.27)
Media Market 602	-0.073	-0.182	-0.066	-0.067	-0.066	-0.061	-0.052
	(0.179)	(0.625)	(0.188)	(0.188)	(0.188)	(0.188)	(0.188)
Media Market 609	0.5		0.52	0.527	0.523	0.524	0.533

Table 1: Full Ordered Probit Result for Table 1: 2000 Chunk Models

	Watch TV news			TV news viewers only			
	Full	No	Yes				
	(0.404)		(0.405)	(0.405)	(0.405)	(0.405)	(0.405)
Media Market 616	0.252		0.268	0.275	0.27	0.27	0.278
	(0.404)		(0.406)	(0.406)	(0.405)	(0.406)	(0.406)
Media Market 617	-0.088	-4.705	-0.022	-0.029	-0.022	-0.018	-0.018
	(0.275)	(0)	(0.285)	(0.285)	(0.285)	(0.285)	(0.285)
Media Market 622	-0.054		-0.062	-0.053	-0.059	-0.069	-0.073
	(0.343)		(0.347)	(0.347)	(0.348)	(0.348)	(0.348)
Media Market 640	0.416	0.013	0.471	0.465	0.471	0.482	0.489
	(0.329)	(1.031)	(0.351)	(0.351)	(0.351)	(0.352)	(0.352)
Media Market 658	0.037		0.011	0.007	0.011	0.018	0.021
	(0.318)		(0.319)	(0.319)	(0.319)	(0.319)	(0.319)
Media Market 659	0.3		0.294	0.289	0.294	0.298	0.296
	(0.344)		(0.346)	(0.346)	(0.346)	(0.346)	(0.346)
Media Market 753	0.393	3.618	0.388	0.394	0.392	0.39	0.386
	(0.322)	(0)	(0.327)	(0.327)	(0.327)	(0.327)	(0.327)
Media Market 819	-0.368	-0.313	-0.351	-0.34	-0.351	-0.355	-0.337
	(0.243)	(0.746)	(0.259)	(0.259)	(0.259)	(0.258)	(0.259)
Media Market 820	0.149	-0.482	0.315	0.31	0.31	0.315	0.327
	(0.336)	(0.876)	(0.372)	(0.372)	(0.372)	(0.372)	(0.372)
Media Market 839	-0.198		-0.113	-0.1	-0.115	-0.118	-0.099
	(0.395)		(0.4)	(0.401)	(0.4)	(0.4)	(0.401)
AR	0.016	0.653	-0.062	-0.063	-0.062	-0.059	-0.055
	(0.185)	(0.683)	(0.194)	(0.194)	(0.194)	(0.194)	(0.194)
AZ	-0.165	-0.115	-0.174	-0.179	-0.175	-0.17	-0.167
	(0.149)	(0.543)	(0.156)	(0.157)	(0.157)	(0.157)	(0.157)
CA	-0.185	-0.372	-0.158	-0.16	-0.158	-0.154	-0.152
	(0.116)	(0.477)	(0.12)	(0.12)	(0.12)	(0.12)	(0.12)
CO	-0.378	0.315	-0.422	-0.425	-0.422	-0.419	-0.417
	(0.149)	(0.59)	(0.154)	(0.155)	(0.155)	(0.155)	(0.155)
CT	-0.301	-0.363	-0.291	-0.293	-0.291	-0.288	-0.285
	(0.15)	(0.585)	(0.156)	(0.156)	(0.156)	(0.156)	(0.156)
DE	-0.044	-4.839	-0.002	-0.007	-0.004	0.002	-0.001
	(0.297)	(0)	(0.302)	(0.302)	(0.302)	(0.302)	(0.302)
FL	-0.466	-0.323	-0.476	-0.473	-0.477	-0.479	-0.477
	(0.123)	(0.537)	(0.127)	(0.127)	(0.127)	(0.127)	(0.127)
GA	-0.104	-0.011	-0.104	-0.107	-0.104	-0.101	-0.099
	(0.137)	(0.582)	(0.142)	(0.142)	(0.142)	(0.142)	(0.142)
IA	-0.282	-1.94	-0.212	-0.212	-0.213	-0.214	-0.218
	(0.186)	(0.944)	(0.191)	(0.191)	(0.191)	(0.191)	(0.191)
ID	0.006	4.757	-0.088	-0.087	-0.085	-0.085	-0.088

Table 1: Full Ordered Probit Result for Table 1: 2000 Chunk Models

| | Watch TV news | | | | | | |
	Full	No	Yes	TV news viewers only			
	(0.321)	(0)	(0.335)	(0.335)	(0.335)	(0.335)	(0.335)
IL	-0.379	-0.061	-0.393	-0.393	-0.393	-0.391	-0.388
	(0.133)	(0.585)	(0.137)	(0.137)	(0.137)	(0.137)	(0.137)
IN	-0.2	-0.131	-0.205	-0.207	-0.205	-0.203	-0.2
	(0.143)	(0.619)	(0.148)	(0.148)	(0.148)	(0.148)	(0.148)
KS	-0.39	-0.28	-0.395	-0.398	-0.395	-0.392	-0.389
	(0.157)	(0.617)	(0.163)	(0.163)	(0.163)	(0.163)	(0.163)
KY	-0.173	-0.102	-0.198	-0.194	-0.197	-0.198	-0.195
	(0.158)	(0.589)	(0.165)	(0.165)	(0.165)	(0.165)	(0.165)
LA	0.275	0.343	0.279	0.282	0.278	0.276	0.28
	(0.189)	(0.688)	(0.197)	(0.197)	(0.197)	(0.197)	(0.197)
MA	-0.369	-0.097	-0.382	-0.383	-0.382	-0.38	-0.378
	(0.14)	(0.58)	(0.145)	(0.145)	(0.145)	(0.145)	(0.145)
MD	-0.184	-0.799	-0.138	-0.14	-0.138	-0.135	-0.134
	(0.137)	(0.564)	(0.142)	(0.142)	(0.142)	(0.142)	(0.142)
ME	-0.099	-0.589	-0.062	-0.046	-0.063	-0.072	-0.063
	(0.2)	(0.853)	(0.206)	(0.207)	(0.207)	(0.207)	(0.207)
MI	-0.348	0.188	-0.381	-0.382	-0.381	-0.379	-0.378
	(0.135)	(0.558)	(0.14)	(0.14)	(0.14)	(0.14)	(0.14)
MN	-0.393	-0.054	-0.419	-0.421	-0.419	-0.415	-0.413
	(0.143)	(0.54)	(0.149)	(0.149)	(0.149)	(0.15)	(0.15)
MO	-0.199	0.105	-0.222	-0.224	-0.222	-0.223	-0.226
	(0.156)	(0.637)	(0.161)	(0.161)	(0.161)	(0.161)	(0.161)
MS	-0.214	4.17	-0.227	-0.215	-0.226	-0.23	-0.223
	(0.269)	(0)	(0.274)	(0.275)	(0.274)	(0.274)	(0.275)
MT	-2.488	-3.671					
	(0)	(0)					
NC	-0.07	0.069	-0.076	-0.079	-0.076	-0.072	-0.07
	(0.124)	(0.506)	(0.129)	(0.129)	(0.129)	(0.129)	(0.129)
NE	-0.329	0.387	-0.38	-0.382	-0.377	-0.374	-0.373
	(0.188)	(0.843)	(0.195)	(0.195)	(0.195)	(0.195)	(0.195)
NH	-0.619	-5.144	-0.568	-0.567	-0.568	-0.566	-0.561
	(0.196)	(0)	(0.202)	(0.202)	(0.202)	(0.202)	(0.202)
NJ	-0.209	-0.149	-0.206	-0.208	-0.206	-0.203	-0.2
	(0.13)	(0.567)	(0.134)	(0.134)	(0.134)	(0.134)	(0.134)
NM	-0.158	0.579	-0.207	-0.203	-0.207	-0.21	-0.209
	(0.18)	(0.693)	(0.188)	(0.188)	(0.188)	(0.188)	(0.188)
NV	-0.399	5.553	-0.484	-0.49	-0.484	-0.487	-0.5
	(0.233)	(0)	(0.24)	(0.241)	(0.24)	(0.241)	(0.241)
NY	-0.313	-0.359	-0.3	-0.302	-0.3	-0.296	-0.294

Table 1: Full Ordered Probit Result for Table 1: 2000 Chunk Models

	Watch TV news			TV news viewers only			
	Full	No	Yes				
	(0.123)	(0.501)	(0.127)	(0.127)	(0.127)	(0.127)	(0.127)
OH	-0.166	-0.409	-0.143	-0.145	-0.143	-0.142	-0.142
	(0.128)	(0.517)	(0.133)	(0.133)	(0.133)	(0.133)	(0.133)
OK	0.191	0.612	0.159	0.156	0.159	0.163	0.165
	(0.152)	(0.641)	(0.158)	(0.158)	(0.158)	(0.158)	(0.158)
OR	-0.132	0.036	-0.147	-0.149	-0.146	-0.144	-0.145
	(0.168)	(0.617)	(0.176)	(0.176)	(0.176)	(0.176)	(0.176)
PA	-0.379	-0.299	-0.383	-0.384	-0.383	-0.383	-0.382
	(0.128)	(0.522)	(0.132)	(0.132)	(0.132)	(0.132)	(0.132)
RI	-0.613	4.97	-0.657	-0.661	-0.66	-0.653	-0.655
	(0.248)	(0)	(0.255)	(0.256)	(0.255)	(0.255)	(0.255)
SC	0.091	-0.523	0.116	0.113	0.115	0.118	0.121
	(0.185)	(1.053)	(0.189)	(0.189)	(0.189)	(0.189)	(0.189)
TN	-0.353	-0.231	-0.355	-0.353	-0.355	-0.357	-0.355
	(0.141)	(0.578)	(0.146)	(0.146)	(0.146)	(0.146)	(0.146)
TX	-0.02	0.049	-0.025	-0.027	-0.025	-0.021	-0.019
	(0.12)	(0.498)	(0.125)	(0.125)	(0.125)	(0.125)	(0.125)
UT	-0.258	-0.535	-0.222	-0.225	-0.222	-0.218	-0.216
	(0.156)	(0.562)	(0.164)	(0.164)	(0.164)	(0.164)	(0.164)
VA	-0.097	0.278	-0.12	-0.122	-0.12	-0.116	-0.114
	(0.125)	(0.515)	(0.129)	(0.129)	(0.129)	(0.129)	(0.129)
VT	0.367		0.386	0.395	0.388	0.383	0.383
	(0.615)		(0.615)	(0.616)	(0.615)	(0.615)	(0.615)
WA	-0.288	-0.217	-0.301	-0.305	-0.301	-0.299	-0.301
	(0.141)	(0.532)	(0.147)	(0.147)	(0.147)	(0.147)	(0.147)
WI	-0.238	-0.607	-0.219	-0.218	-0.219	-0.219	-0.218
	(0.147)	(0.74)	(0.151)	(0.151)	(0.151)	(0.151)	(0.151)
WV	0.035	-0.543	0.149	0.167	0.15	0.144	0.164
	(0.207)	(0.695)	(0.222)	(0.222)	(0.222)	(0.222)	(0.222)
WY	0.314	3.261	0.322	0.317	0.322	0.33	0.333
	(0.419)	(0)	(0.424)	(0.424)	(0.424)	(0.424)	(0.424)
Interview day ads	0.114	0.029	0.120	0.138	0.120	0.110	0.120
	(0.030)	(0.128)	(0.031)	(0.038)	(0.037)	(0.035)	(0.037)
Days 1-42	0.003	0.001	0.004				
	(0.001)	(0.006)	(0.001)				
Days 1-3				-0.008			
				(0.014)			

6

Table 1: Full Ordered Probit Result for Table 1: 2000 Chunk Models

		Watch TV news		TV news viewers only			
	Full	No	Yes				
Days 4-42				0.004			
				(0.002)			
Days 1-5				0.004			
				(0.009)			
Days 6-42				0.004			
				(0.002)			
Days 1-10						0.006	
						(0.005)	
Days 11-42						0.003	
						(0.002)	
Days 1-5							-0.003
							(0.011)
Days 6-10							0.015
							(0.010)
Days 11-42							0.003
							(0.002)
Dem ⊥ Indep	2.40	2.15	2.43	2.43	2.43	2.43	2.44
	(0.162)	(0.667)	(0.169)	(0.169)	(0.169)	(0.169)	(0.169)
Indep ⊥ Rep	2.80	2.61	2.83	2.83	2.83	2.84	2.84
	(0.163)	(0.669)	(0.169)	(0.169)	(0.169)	(0.169)	(0.169)
N	12467	864	11603	11603	11603	11603	11603
Log-Likelihood	-7827.41	-575.62	-7207.16	-7206.80	-7207.16	-7206.96	-7206.51

Table 2: Full Ordered Probit Result for Table 2: 2006 Chunk Models

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Party ID	-0.045	-0.045	-0.045	-0.046	-0.046	-0.046	-0.046
	(0.033)	(0.033)	(0.033)	(0.033)	(0.033)	(0.033)	(0.033)
PID * Info	0.713	0.713	0.713	0.714	0.714	0.713	0.714
	(0.041)	(0.041)	(0.041)	(0.041)	(0.041)	(0.041)	(0.041)
Political Info	-2.94	-2.936	-2.932	-2.933	-2.932	-2.934	-2.937
	(0.174)	(0.174)	(0.174)	(0.174)	(0.174)	(0.174)	(0.174)
Male	-0.013	-0.013	-0.012	-0.013	-0.012	-0.012	-0.013
	(0.035)	(0.035)	(0.035)	(0.035)	(0.035)	(0.035)	(0.035)
White	0.007	0.006	0.007	0.007	0.009	0.007	0.008
	(0.05)	(0.05)	(0.05)	(0.05)	(0.05)	(0.05)	(0.05)
Education	-0.042	-0.042	-0.042	-0.043	-0.042	-0.042	-0.043
	(0.013)	(0.013)	(0.013)	(0.013)	(0.013)	(0.013)	(0.013)
Income	-0.009	-0.009	-0.009	-0.009	-0.009	-0.009	-0.009
	(0.006)	(0.006)	(0.006)	(0.006)	(0.006)	(0.006)	(0.006)
Income (don't know)	0.121	0.123	0.123	0.123	0.125	0.123	0.125
	(0.059)	(0.059)	(0.059)	(0.059)	(0.059)	(0.059)	(0.059)
Age	-0.003	-0.003	-0.003	-0.003	-0.003	-0.003	-0.003
	(0.001)	(0.001)	(0.001)	(0.001)	(0.001)	(0.001)	(0.001)
2004 Republican	-0.115	-0.116	-0.115	-0.116	-0.115	-0.116	-0.115
County Vote Share	(0.003)	(0.003)	(0.003)	(0.003)	(0.003)	(0.003)	(0.003)
Media Market 1	0.096	0.117	0.105	0.097	0.113	0.112	0.088
	(0.359)	(0.36)	(0.359)	(0.359)	(0.36)	(0.36)	(0.36)
Media Market 2	-0.161	-0.124	-0.129	-0.141	-0.147	-0.148	-0.167
	(0.343)	(0.343)	(0.343)	(0.343)	(0.343)	(0.343)	(0.343)
Media Market 3	-0.007	0.019	0.017	0.007	0.006	0.005	-0.009
	(0.365)	(0.366)	(0.366)	(0.366)	(0.366)	(0.366)	(0.366)
Media Market 4	0.028	0.048	0.042	0.028	0.021	0.028	0.015
	(0.372)	(0.372)	(0.372)	(0.372)	(0.372)	(0.372)	(0.373)
Media Market 5	0.937	0.973	0.969	0.951	0.954	0.946	0.932
	(0.207)	(0.207)	(0.207)	(0.207)	(0.207)	(0.207)	(0.207)
Media Market 6	0.966	0.996	0.99	0.974	0.973	0.966	0.96
	(0.221)	(0.221)	(0.221)	(0.221)	(0.221)	(0.22)	(0.221)
Media Market 7	0.621	0.77	0.762	0.669	0.732	0.684	0.712
	(0.261)	(0.262)	(0.261)	(0.261)	(0.261)	(0.261)	(0.262)
Media Market 8	0.582	0.735	0.73	0.637	0.705	0.655	0.674
	(0.259)	(0.26)	(0.26)	(0.259)	(0.259)	(0.26)	(0.26)
Media Market 9	1.027	1.143	1.136	1.052	1.118	1.081	1.105
	(0.242)	(0.242)	(0.242)	(0.242)	(0.242)	(0.242)	(0.242)
MI (Senate)	-0.416	-0.415	-0.418	-0.431	-0.439	-0.431	-0.437
	(0.118)	(0.119)	(0.118)	(0.118)	(0.118)	(0.118)	(0.118)
MN (Senate)	-0.585	-0.658	-0.656	-0.592	-0.662	-0.638	-0.666

Table 2: Full Ordered Probit Result for Table 2: 2006
Chunk Models

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
	(0.17)	(0.171)	(0.171)	(0.17)	(0.17)	(0.17)	(0.17)
OH (Senate)	0.799	0.809	0.81	0.805	0.808	0.796	0.795
	(0.256)	(0.256)	(0.256)	(0.256)	(0.256)	(0.256)	(0.256)
WI (Senate)	-0.187	-0.242	-0.243	-0.183	-0.257	-0.238	-0.254
	(0.193)	(0.195)	(0.195)	(0.194)	(0.194)	(0.193)	(0.194)
IL (Senate)	0.503	0.524	0.52	0.503	0.503	0.498	0.487
	(0.235)	(0.235)	(0.235)	(0.235)	(0.235)	(0.235)	(0.236)
OH (Governor)	0.579	0.591	0.577	0.553	0.544	0.561	0.524
	(0.285)	(0.285)	(0.285)	(0.286)	(0.286)	(0.285)	(0.286)
MI (Governor)	-0.321	-0.326	-0.323	-0.314	-0.303	-0.314	-0.312
	(0.091)	(0.091)	(0.091)	(0.091)	(0.092)	(0.093)	(0.093)
WI (Governor)	0.081	-0.032	-0.031	0.042	-0.021	0.023	-0.031
	(0.171)	(0.171)	(0.171)	(0.171)	(0.171)	(0.171)	(0.171)
MN (Governor)	-0.199	-0.289	-0.295	-0.229	-0.295	-0.266	-0.284
	(0.169)	(0.17)	(0.169)	(0.169)	(0.169)	(0.169)	(0.17)
IL-1 (House)	4.785	4.776	4.771	4.782	4.77	4.778	4.768
	(0.254)	(0.254)	(0.254)	(0.254)	(0.254)	(0.254)	(0.254)
IL-10 (House)	1.996	1.965	1.958	1.958	1.965	1.97	1.968
	(0.306)	(0.306)	(0.306)	(0.306)	(0.306)	(0.306)	(0.306)
IL-11 (House)	1.305	1.295	1.294	1.288	1.296	1.287	1.299
	(0.293)	(0.293)	(0.293)	(0.293)	(0.293)	(0.293)	(0.293)
IL-13 (House)	0.751	0.741	0.74	0.735	0.743	0.734	0.747
	(0.294)	(0.294)	(0.294)	(0.294)	(0.294)	(0.294)	(0.294)
IL-14 (House)	0.538	0.528	0.527	0.517	0.529	0.52	0.533
	(0.318)	(0.318)	(0.318)	(0.318)	(0.318)	(0.318)	(0.318)
IL-15 (House)	-0.339	-0.32	-0.308	-0.321	-0.34	-0.358	-0.326
	(0.279)	(0.279)	(0.279)	(0.279)	(0.279)	(0.279)	(0.28)
IL-16 (House)	1.551	1.538	1.537	1.529	1.539	1.528	1.544
	(0.684)	(0.684)	(0.684)	(0.684)	(0.684)	(0.684)	(0.684)
IL-17 (House)	1.2	1.244	1.248	1.24	1.22	1.197	1.226
	(0.362)	(0.363)	(0.363)	(0.363)	(0.362)	(0.362)	(0.363)
IL-18 (House)	0.397	0.387	0.391	0.378	0.364	0.364	0.377
	(0.368)	(0.369)	(0.369)	(0.368)	(0.369)	(0.369)	(0.369)
IL-19 (House)	-0.507	-0.493	-0.485	-0.498	-0.508	-0.522	-0.498
	(0.394)	(0.394)	(0.394)	(0.394)	(0.394)	(0.395)	(0.395)
IL-2 (House)	4.545	4.537	4.532	4.545	4.531	4.54	4.529
	(0.282)	(0.282)	(0.282)	(0.282)	(0.282)	(0.282)	(0.282)
IL-3 (House)	1.692	1.68	1.677	1.677	1.677	1.676	1.68
	(0.294)	(0.294)	(0.294)	(0.294)	(0.294)	(0.294)	(0.294)
IL-4 (House)	4.349	4.342	4.337	4.347	4.336	4.343	4.335
	(0.272)	(0.272)	(0.272)	(0.272)	(0.272)	(0.272)	(0.272)

Table 2: Full Ordered Probit Result for Table 2: 2006
Chunk Models

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
IL-5 (House)	3.07	3.063	3.059	3.064	3.059	3.06	3.06
	(0.253)	(0.253)	(0.253)	(0.253)	(0.253)	(0.253)	(0.253)
IL-6 (House)	0.388	0.424	0.419	0.402	0.4	0.389	0.381
	(0.261)	(0.262)	(0.261)	(0.261)	(0.261)	(0.262)	(0.262)
IL-7 (House)	4.881	4.871	4.866	4.878	4.864	4.873	4.863
	(0.227)	(0.227)	(0.227)	(0.227)	(0.227)	(0.227)	(0.227)
IL-8 (House)	0.463	0.403	0.403	0.398	0.411	0.416	0.435
	(0.315)	(0.317)	(0.317)	(0.317)	(0.316)	(0.317)	(0.318)
IL-9 (House)	3.194	3.185	3.182	3.186	3.181	3.183	3.182
	(0.236)	(0.236)	(0.236)	(0.236)	(0.236)	(0.236)	(0.236)
IN-1 (House)	1.391	1.38	1.379	1.377	1.38	1.376	1.382
	(0.249)	(0.249)	(0.249)	(0.249)	(0.249)	(0.249)	(0.249)
MI-10 (House)	-0.252	-0.261	-0.263	-0.263	-0.264	-0.266	-0.257
	(0.168)	(0.168)	(0.168)	(0.168)	(0.168)	(0.168)	(0.168)
MI-11 (House)	-0.022	-0.032	-0.033	-0.033	-0.035	-0.035	-0.028
	(0.156)	(0.156)	(0.156)	(0.156)	(0.156)	(0.156)	(0.156)
MI-12 (House)	0.987	0.978	0.974	0.982	0.971	0.977	0.976
	(0.157)	(0.157)	(0.157)	(0.157)	(0.157)	(0.157)	(0.157)
MI-13 (House)	3.457	3.453	3.446	3.462	3.441	3.456	3.444
	(0.242)	(0.242)	(0.242)	(0.242)	(0.242)	(0.242)	(0.242)
MI-14 (House)	3.012	3.003	2.997	3.017	2.992	3.009	2.994
	(0.325)	(0.325)	(0.325)	(0.325)	(0.325)	(0.325)	(0.325)
MI-15 (House)	0.281	0.272	0.268	0.276	0.265	0.272	0.27
	(0.174)	(0.174)	(0.174)	(0.174)	(0.174)	(0.174)	(0.174)
MI-7 (House)	-0.567	-0.57	-0.57	-0.575	-0.571	-0.573	-0.571
	(0.208)	(0.208)	(0.208)	(0.208)	(0.208)	(0.208)	(0.208)
MI-8 (House)	-0.258	-0.264	-0.265	-0.268	-0.266	-0.267	-0.264
	(0.177)	(0.177)	(0.177)	(0.177)	(0.177)	(0.177)	(0.177)
MI-9 (House)	0.053	0.019	0.013	0.012	0.004	0.025	0.01
	(0.149)	(0.149)	(0.15)	(0.15)	(0.15)	(0.15)	(0.15)
MN-1 (House)	-0.711	-0.851	-0.857	-0.781	-0.841	-0.787	-0.846
	(0.534)	(0.536)	(0.536)	(0.535)	(0.534)	(0.534)	(0.535)
MN-2 (House)	-0.315	-0.472	-0.482	-0.412	-0.48	-0.42	-0.451
	(0.254)	(0.256)	(0.257)	(0.257)	(0.257)	(0.258)	(0.258)
MN-3 (House)	0.579	0.491	0.493	0.559	0.494	0.523	0.492
	(0.207)	(0.208)	(0.207)	(0.207)	(0.207)	(0.207)	(0.207)
MN-4 (House)	1.034	0.943	0.943	1.015	0.942	0.979	0.938
	(0.231)	(0.231)	(0.231)	(0.231)	(0.231)	(0.231)	(0.231)
MN-5 (House)	2.432	2.346	2.344	2.422	2.343	2.382	2.338
	(0.223)	(0.223)	(0.223)	(0.223)	(0.223)	(0.223)	(0.223)
MN-6 (House)	-0.835	-0.919	-0.906	-0.837	-0.885	-0.861	-0.93

Table 2: Full Ordered Probit Result for Table 2: 2006 Chunk Models

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
	(0.271)	(0.271)	(0.271)	(0.271)	(0.272)	(0.274)	(0.275)
MN-7 (House)	-0.895	-0.986	-0.983	-0.92	-0.981	-0.955	-0.984
	(0.409)	(0.409)	(0.409)	(0.409)	(0.409)	(0.409)	(0.409)
MN-8 (House)	0.058	-0.033	-0.03	0.037	-0.029	0.001	-0.035
	(0.415)	(0.415)	(0.415)	(0.415)	(0.415)	(0.415)	(0.415)
OH-10 (House)	1.528	1.528	1.524	1.521	1.517	1.514	1.514
	(0.294)	(0.294)	(0.294)	(0.294)	(0.294)	(0.294)	(0.294)
OH-11 (House)	4.329	4.332	4.325	4.335	4.316	4.324	4.311
	(0.332)	(0.332)	(0.332)	(0.332)	(0.332)	(0.332)	(0.332)
OH-12 (House)	0.826	0.804	0.796	0.792	0.799	0.802	0.797
	(0.279)	(0.279)	(0.28)	(0.279)	(0.279)	(0.279)	(0.279)
OH-13 (House)	1.638	1.715	1.722	1.715	1.717	1.671	1.694
	(0.289)	(0.292)	(0.292)	(0.293)	(0.293)	(0.293)	(0.293)
OH-14 (House)	0.917	0.877	0.876	0.87	0.867	0.889	0.857
	(0.3)	(0.301)	(0.301)	(0.301)	(0.301)	(0.3)	(0.301)
OH-15 (House)	0.722	0.683	0.689	0.703	0.73	0.721	0.713
	(0.311)	(0.312)	(0.312)	(0.311)	(0.311)	(0.311)	(0.311)
OH-16 (House)	0.852	0.852	0.85	0.841	0.843	0.835	0.842
	(0.282)	(0.282)	(0.282)	(0.282)	(0.282)	(0.282)	(0.282)
OH-17 (House)	1.89	1.897	1.892	1.889	1.885	1.882	1.881
	(0.404)	(0.404)	(0.404)	(0.404)	(0.404)	(0.404)	(0.404)
OH-18 (House)	-1.511	-1.406	-1.406	-1.442	-1.446	-1.493	-1.463
	(0.469)	(0.472)	(0.471)	(0.471)	(0.47)	(0.47)	(0.471)
OH-4 (House)	-0.629	-0.621	-0.618	-0.63	-0.616	-0.637	-0.623
	(0.517)	(0.517)	(0.517)	(0.517)	(0.517)	(0.517)	(0.517)
OH-7 (House)	1.272	1.233	1.242	1.239	1.249	1.244	1.255
	(0.412)	(0.413)	(0.413)	(0.413)	(0.413)	(0.413)	(0.413)
OH-9 (House)	1.504	1.51	1.506	1.502	1.499	1.499	1.496
	(0.472)	(0.472)	(0.472)	(0.472)	(0.472)	(0.471)	(0.472)
WI-1 (House)	0.456	0.33	0.33	0.405	0.339	0.38	0.353
	(0.208)	(0.208)	(0.208)	(0.208)	(0.208)	(0.208)	(0.208)
WI-2 (House)	1.536	1.437	1.445	1.539	1.479	1.513	1.444
	(0.216)	(0.217)	(0.217)	(0.217)	(0.218)	(0.22)	(0.22)
WI-3 (House)	-0.368	-0.485	-0.483	-0.409	-0.472	-0.431	-0.47
	(0.309)	(0.31)	(0.31)	(0.31)	(0.31)	(0.309)	(0.309)
WI-4 (House)	2.493	2.368	2.365	2.451	2.371	2.423	2.383
	(0.242)	(0.242)	(0.242)	(0.242)	(0.242)	(0.243)	(0.243)
WI-5 (House)	-0.954	-1.083	-1.082	-1.012	-1.073	-1.036	-1.055
	(0.222)	(0.222)	(0.222)	(0.222)	(0.222)	(0.222)	(0.223)
WI-6 (House)	-1.098	-1.223	-1.222	-1.149	-1.214	-1.175	-1.199
	(0.283)	(0.283)	(0.283)	(0.283)	(0.283)	(0.283)	(0.283)

Table 2: Full Ordered Probit Result for Table 2: 2006
Chunk Models

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Day 0 ads	0.181	0.147	0.147	0.144	0.148	0.172	0.136
	(0.100)	(0.100)	(0.100)	(0.100)	(0.100)	(0.100)	(0.100)
Day 1-42 ads	-0.006						
	(0.007)						
Day 1 ads		0.126					
		(0.073)					
Day 2-42 ads		-0.006					
		(0.007)					
Day 1-2 ads			0.074				
			(0.042)				
Day 3-42 ads			-0.007				
			(0.007)				
Day 1-3 ads				0.046			
				(0.030)			
Day 4-42 ads				-0.008			
				(0.007)			
Day 1-5 ads					0.026		
					(0.018)		
Day 6-42 ads					-0.009		
					(0.007)		
Day 1-10 ads						0.004	
						(0.012)	
Day 11-42 ads						-0.009	
						(0.007)	
Day 1-5 ads							0.034
							(0.020)
Day 6-10 ads							-0.034
							(0.023)
Day 11-42 ads							-0.007
							(0.008)
Dem ⊥ Indep	-5.748	-5.718	-5.711	-5.755	-5.725	-5.758	-5.742
	(0.237)	(0.237)	(0.237)	(0.237)	(0.237)	(0.237)	(0.237)
Indep ⊥ Rep	-4.890	-4.860	-4.854	-4.897	-4.867	-4.901	-4.884
	(0.237)	(0.237)	(0.237)	(0.237)	(0.237)	(0.237)	(0.237)

Table 2: Full Ordered Probit Result for Table 2: 2006 Chunk Models

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
N	7541	7541	7541	7541	7541	7541	7541
Log-Likelihood	-4958.53	-4956.89	-4956.71	-4956.91	-4956.80	-4958.09	-4956.17

Table 3: Full Results for Table 4: 2000 Parametric Decay Models

	Exponential	Logarithmic	Weibull	Power
Female	-0.178	-0.178	-0.178	-0.178
	(0.027)	(0.027)	(0.027)	(0.027)
White	0.369	0.369	0.369	0.369
	(0.04)	(0.04)	(0.04)	(0.04)
Age	-0.002	-0.002	-0.002	-0.002
	(0.001)	(0.001)	(0.001)	(0.001)
Income	0.011	0.011	0.011	0.011
	(0.008)	(0.008)	(0.008)	(0.008)
Income (don't know)	0.032	0.031	0.031	0.032
	(0.057)	(0.057)	(0.057)	(0.057)
Education	-0.026	-0.026	-0.026	-0.026
	(0.009)	(0.009)	(0.009)	(0.009)
Hispanic	0.104	0.105	0.105	0.105
	(0.054)	(0.054)	(0.054)	(0.054)
Political Info	-0.441	-0.441	-0.441	-0.441
	(0.049)	(0.049)	(0.049)	(0.049)
Party ID	0.266	0.267	0.267	0.267
	(0.025)	(0.025)	(0.025)	(0.025)
PID * Info	0.392	0.392	0.392	0.392
	(0.039)	(0.039)	(0.039)	(0.039)
1996 Republican County Vote Share	0.827	0.824	0.82	0.82
	(0.165)	(0.165)	(0.165)	(0.165)
1996 Perot County Vote Share	1.451	1.495	1.503	1.506
	(0.585)	(0.585)	(0.585)	(0.585)
Church Attendance	0.129	0.129	0.129	0.129
	(0.01)	(0.01)	(0.01)	(0.01)
Church (don't know)	-0.602	-0.6	-0.602	-0.602
	(0.147)	(0.147)	(0.147)	(0.147)
Interview Week 0	0.022	0.029	0.021	0.029
	(0.077)	(0.076)	(0.077)	(0.076)
Interview Week 1	0.063	0.07	0.071	0.081
	(0.075)	(0.076)	(0.075)	(0.075)
Interview Week 2	-0.072	-0.07	-0.068	-0.066
	(0.075)	(0.075)	(0.075)	(0.075)
Interview Week 3	-0.107	-0.107	-0.104	-0.108
	(0.076)	(0.076)	(0.076)	(0.076)
Interview Week 4	-0.083	-0.082	-0.083	-0.087
	(0.076)	(0.076)	(0.076)	(0.076)
Interview Week 5	0.022	0.023	0.023	0.02
	(0.076)	(0.076)	(0.076)	(0.076)
Interview Week 6	0.098	0.101	0.104	0.1

Table 3: Full Results for Table 4: 2000 Parametric Decay Models

	Exponential	Logarithmic	Weibull	Power
	(0.077)	(0.077)	(0.077)	(0.077)
Interview Week 7	-0.018	-0.015	-0.013	-0.015
	(0.075)	(0.074)	(0.074)	(0.074)
Interview Week 8	0.015	0.017	0.018	0.017
	(0.074)	(0.074)	(0.074)	(0.074)
Media Market 500	-0.153	-0.162	-0.144	-0.187
	(0.322)	(0.321)	(0.32)	(0.32)
Media Market 504	-0.284	-0.284	-0.295	-0.294
	(0.21)	(0.21)	(0.211)	(0.21)
Media Market 505	0.073	0.083	0.068	0.069
	(0.228)	(0.228)	(0.228)	(0.228)
Media Market 508	0.558	0.571	0.579	0.567
	(0.245)	(0.245)	(0.245)	(0.245)
Media Market 510	-0.011	-0.012	-0.002	-0.004
	(0.199)	(0.199)	(0.2)	(0.2)
Media Market 515	0.42	0.424	0.435	0.425
	(0.451)	(0.453)	(0.454)	(0.453)
Media Market 528	-0.21	-0.195	-0.205	-0.218
	(0.235)	(0.234)	(0.234)	(0.233)
Media Market 534	-0.026	0.001	-0.004	-0.017
	(0.226)	(0.225)	(0.224)	(0.224)
Media Market 535	-0.029	-0.036	-0.028	-0.033
	(0.246)	(0.246)	(0.246)	(0.246)
Media Market 539	-0.022	-0.017	-0.016	-0.025
	(0.248)	(0.248)	(0.248)	(0.248)
Media Market 542	-0.507	-0.505	-0.486	-0.503
	(0.372)	(0.37)	(0.371)	(0.371)
Media Market 548	0.132	0.143	0.133	0.129
	(0.379)	(0.378)	(0.378)	(0.378)
Media Market 563	0.566	0.535	0.532	0.527
	(0.278)	(0.277)	(0.277)	(0.277)
Media Market 566	0.333	0.324	0.324	0.312
	(0.268)	(0.267)	(0.267)	(0.267)
Media Market 602	-0.036	-0.037	-0.048	-0.059
	(0.179)	(0.179)	(0.179)	(0.179)
Media Market 609	0.519	0.562	0.543	0.557
	(0.405)	(0.402)	(0.404)	(0.403)
Media Market 616	0.329	0.321	0.296	0.304
	(0.403)	(0.403)	(0.404)	(0.403)
Media Market 617	-0.083	-0.068	-0.068	-0.079
	(0.275)	(0.275)	(0.275)	(0.275)

Table 3: Full Results for Table 4: 2000 Parametric Decay Models

	Exponential	Logarithmic	Weibull	Power
Media Market 622	-0.041	-0.086	-0.079	-0.08
	(0.344)	(0.344)	(0.343)	(0.344)
Media Market 640	0.428	0.422	0.43	0.42
	(0.33)	(0.33)	(0.33)	(0.33)
Media Market 658	0.062	0.065	0.062	0.056
	(0.318)	(0.318)	(0.318)	(0.318)
Media Market 659	0.285	0.269	0.288	0.273
	(0.346)	(0.344)	(0.345)	(0.345)
Media Market 753	0.378	0.394	0.389	0.397
	(0.322)	(0.322)	(0.322)	(0.323)
Media Market 819	-0.321	-0.311	-0.328	-0.321
	(0.245)	(0.242)	(0.245)	(0.244)
Media Market 820	0.18	0.215	0.204	0.2
	(0.338)	(0.336)	(0.337)	(0.336)
Media Market 839	-0.161	-0.128	-0.157	-0.123
	(0.403)	(0.394)	(0.398)	(0.395)
AR	0.008	0.02	0.02	0.026
	(0.186)	(0.185)	(0.185)	(0.185)
AZ	-0.166	-0.156	-0.153	-0.153
	(0.15)	(0.149)	(0.149)	(0.149)
CA	-0.188	-0.174	-0.175	-0.173
	(0.117)	(0.116)	(0.116)	(0.115)
CO	-0.381	-0.368	-0.368	-0.366
	(0.15)	(0.149)	(0.149)	(0.149)
CT	-0.301	-0.289	-0.291	-0.289
	(0.151)	(0.15)	(0.15)	(0.15)
DE	-0.101	-0.061	-0.06	-0.046
	(0.3)	(0.298)	(0.297)	(0.297)
FL	-0.453	-0.47	-0.469	-0.47
	(0.125)	(0.124)	(0.123)	(0.124)
GA	-0.11	-0.095	-0.095	-0.092
	(0.138)	(0.137)	(0.137)	(0.137)
IA	-0.313	-0.301	-0.299	-0.29
	(0.186)	(0.186)	(0.186)	(0.185)
ID	0.035	0.043	0.035	0.037
	(0.32)	(0.32)	(0.321)	(0.32)
IL	-0.37	-0.373	-0.371	-0.372
	(0.133)	(0.133)	(0.133)	(0.133)
IN	-0.195	-0.191	-0.192	-0.189
	(0.143)	(0.143)	(0.143)	(0.143)
KS	-0.395	-0.38	-0.38	-0.378

Table 3: Full Results for Table 4: 2000 Parametric Decay Models

	Exponential	Logarithmic	Weibull	Power
	(0.158)	(0.157)	(0.157)	(0.157)
KY	-0.117	-0.154	-0.157	-0.161
	(0.162)	(0.158)	(0.158)	(0.158)
LA	0.265	0.285	0.278	0.288
	(0.19)	(0.189)	(0.189)	(0.189)
MA	-0.36	-0.362	-0.362	-0.364
	(0.14)	(0.14)	(0.14)	(0.14)
MD	-0.195	-0.174	-0.176	-0.17
	(0.14)	(0.137)	(0.137)	(0.137)
ME	-0.099	-0.095	-0.111	-0.083
	(0.202)	(0.201)	(0.201)	(0.201)
MI	-0.372	-0.349	-0.349	-0.339
	(0.138)	(0.135)	(0.135)	(0.134)
MN	-0.395	-0.382	-0.383	-0.381
	(0.144)	(0.143)	(0.143)	(0.143)
MO	-0.242	-0.217	-0.214	-0.205
	(0.158)	(0.156)	(0.155)	(0.155)
MS	-0.228	-0.221	-0.23	-0.218
	(0.27)	(0.269)	(0.269)	(0.269)
MT	-2.526	-2.508	-2.508	-2.466
	(62.665)	(60.59)	(60.743)	(55.188)
NC	-0.075	-0.06	-0.06	-0.058
	(0.126)	(0.124)	(0.125)	(0.124)
NE	-0.328	-0.316	-0.316	-0.316
	(0.189)	(0.188)	(0.188)	(0.188)
NH	-0.605	-0.612	-0.612	-0.612
	(0.196)	(0.196)	(0.196)	(0.196)
NJ	-0.212	-0.198	-0.199	-0.197
	(0.131)	(0.13)	(0.13)	(0.13)
NM	-0.174	-0.164	-0.166	-0.153
	(0.181)	(0.181)	(0.18)	(0.18)
NV	-0.425	-0.437	-0.426	-0.436
	(0.235)	(0.232)	(0.233)	(0.233)
NY	-0.315	-0.302	-0.303	-0.301
	(0.124)	(0.123)	(0.123)	(0.123)
OH	-0.183	-0.165	-0.166	-0.159
	(0.131)	(0.128)	(0.128)	(0.128)
OK	0.186	0.2	0.201	0.201
	(0.153)	(0.152)	(0.152)	(0.152)
OR	-0.148	-0.133	-0.132	-0.126
	(0.169)	(0.168)	(0.168)	(0.168)

17

Table 3: Full Results for Table 4: 2000 Parametric Decay Models

	Exponential	Logarithmic	Weibull	Power
PA	-0.404	-0.381	-0.383	-0.371
	(0.132)	(0.128)	(0.128)	(0.127)
RI	-0.622	-0.607	-0.609	-0.607
	(0.249)	(0.248)	(0.248)	(0.248)
SC	0.083	0.097	0.097	0.102
	(0.186)	(0.185)	(0.185)	(0.185)
TN	-0.361	-0.35	-0.354	-0.346
	(0.142)	(0.141)	(0.141)	(0.141)
TX	-0.026	-0.011	-0.012	-0.008
	(0.122)	(0.121)	(0.121)	(0.12)
UT	-0.26	-0.247	-0.247	-0.246
	(0.157)	(0.156)	(0.156)	(0.156)
VA	-0.102	-0.087	-0.088	-0.085
	(0.126)	(0.125)	(0.125)	(0.125)
VT	0.321	0.341	0.344	0.348
	(0.612)	(0.612)	(0.612)	(0.611)
WA	-0.3	-0.284	-0.286	-0.278
	(0.142)	(0.141)	(0.141)	(0.14)
WI	-0.262	-0.245	-0.245	-0.234
	(0.15)	(0.147)	(0.147)	(0.147)
WV	0.078	0.06	0.048	0.055
	(0.206)	(0.206)	(0.207)	(0.207)
WY	0.33	0.333	0.334	0.329
	(0.419)	(0.419)	(0.419)	(0.419)
Impact	0.014	0.019	0.033	0.029
	(0.006)	(0.006)	(0.019)	(0.018)
Decay	0.071	0.005	0.494	0.616
	(0.064)	(0.002)	(0.237)	(0.290)
Dem $\perp$ Indep	2.386	2.408	2.407	2.41
	(0.164)	(0.163)	(0.163)	(0.163)
Indep $\perp$ Rep	2.788	2.811	2.81	2.813
	(0.164)	(0.163)	(0.163)	(0.163)
N	12,467	12,467	12,467	12,467
Log Like	-7831.643	-7831.041	-7830.328	-7830.482

Table 4: Full Results for Table 5: 2006 Parametric Decay Models

	Exponential	Logarithmic	Weibull	Power
Party ID	-0.045	-0.047	-0.045	-0.044
	(0.033)	(0.033)	(0.033)	(0.033)
PID*Info	0.713	0.715	0.712	0.712
	(0.041)	(0.041)	(0.041)	(0.041)
Political Info	-2.936	-2.937	-2.935	-2.937
	(0.174)	(0.174)	(0.174)	(0.174)
Male	-0.014	-0.012	-0.014	-0.014
	(0.035)	(0.035)	(0.035)	(0.035)
White	0.007	0.007	0.006	0.005
	(0.05)	(0.05)	(0.05)	(0.05)
Education	-0.042	-0.042	-0.043	-0.043
	(0.013)	(0.013)	(0.013)	(0.013)
Income	-0.009	-0.009	-0.009	-0.009
	(0.006)	(0.006)	(0.006)	(0.006)
Income (don't know)	0.123	0.123	0.122	0.123
	(0.059)	(0.059)	(0.059)	(0.059)
Age	-0.003	-0.003	-0.003	-0.003
	(0.001)	(0.001)	(0.001)	(0.001)
2004 Republican	-0.118	-0.121	-0.133	-0.156
County Vote Share	(0.065)	(0.065)	(0.065)	(0.065)
Media Market 1	0.208	0.157	0.215	0.21
	(0.354)	(0.365)	(0.356)	(0.356)
Media Market 2	-0.036	-0.109	-0.037	-0.039
	(0.339)	(0.35)	(0.341)	(0.341)
Media Market 3	0.093	0.042	0.088	0.089
	(0.359)	(0.367)	(0.36)	(0.36)
Media Market 4	0.145	0.053	0.141	0.143
	(0.36)	(0.373)	(0.361)	(0.361)
Media Market 5	1.063	1.021	1.212	1.257
	(0.973)	(0.978)	(0.974)	(0.974)
Media Market 6	1.063	1.03	1.209	1.254
	(0.969)	(0.972)	(0.97)	(0.97)
Media Market 7	0.877	0.803	1.012	1.054
	(1.112)	(1.123)	(1.122)	(1.132)
Media Market 8	0.843	0.787	0.978	1.018
	(1.112)	(1.123)	(1.122)	(1.132)
Media Market 9	1.193	1.167	1.33	1.371
	(1.072)	(1.077)	(1.081)	(1.092)
MI (Senate)	-0.35	-0.445	-0.417	-0.318
	(0.742)	(0.746)	(0.743)	(0.743)

Table 4: Full Results for Table 5: 2006 Parametric Decay Models

	Exponential	Logarithmic	Weibull	Power
MN (Senate)	-0.638	-0.674	-0.702	-0.605
	(0.929)	(0.931)	(0.938)	(0.952)
OH (Senate)	0.829	0.849	0.96	1.167
	(0.704)	(0.705)	(0.704)	(0.704)
WI (Senate)	-0.168	-0.252	-0.214	-0.079
	(0.982)	(0.984)	(0.99)	(1.004)
IL (Governor)	0.606	0.53	0.635	0.707
	(0.437)	(0.449)	(0.438)	(0.439)
OH (Governor)	0.729	0.627	0.866	1.076
	(0.704)	(0.72)	(0.706)	(0.706)
MI (Governor)	-0.38	-0.324	-0.45	-0.353
	(0.742)	(0.744)	(0.742)	(0.742)
WI (Governor)	-0.027	-0.007	-0.057	0.079
	(0.981)	(0.983)	(0.989)	(1.003)
MN (Governor)	-0.268	-0.337	-0.329	-0.23
	(0.929)	(0.93)	(0.937)	(0.951)
IL-1 (House)	4.852	4.98	5.465	6.397
	(2.635)	(2.635)	(2.636)	(2.637)
IL-10 (House)	1.947	2	2.116	2.375
	(0.813)	(0.813)	(0.813)	(0.813)
IL-11 (House)	1.269	1.288	1.324	1.427
	(0.509)	(0.509)	(0.509)	(0.509)
IL-13 (House)	0.714	0.729	0.752	0.837
	(0.486)	(0.487)	(0.486)	(0.487)
IL-14 (House)	0.498	0.508	0.522	0.578
	(0.488)	(0.488)	(0.488)	(0.488)
IL-15 (House)	-0.357	-0.387	-0.393	-0.394
	(0.471)	(0.471)	(0.471)	(0.471)
IL-16 (House)	1.51	1.519	1.525	1.612
	(0.793)	(0.793)	(0.792)	(0.793)
IL-17 (House)	1.241	1.225	1.352	1.581
	(0.741)	(0.741)	(0.741)	(0.742)
IL-18 (House)	0.337	0.327	0.327	0.333
	(0.522)	(0.523)	(0.522)	(0.522)
IL-19 (House)	-0.538	-0.56	-0.598	-0.636
	(0.593)	(0.593)	(0.593)	(0.593)
IL-2 (House)	4.614	4.747	5.242	6.19
	(2.702)	(2.703)	(2.704)	(2.705)
IL-3 (House)	1.691	1.746	1.942	2.335
	(1.148)	(1.148)	(1.148)	(1.149)
IL-4 (House)	4.407	4.524	4.96	5.8

Table 4: Full Results for Table 5: 2006 Parametric Decay
Models

	Exponential	Logarithmic	Weibull	Power
	(2.383)	(2.383)	(2.384)	(2.385)
IL-5 (House)	3.095	3.175	3.47	4.036
	(1.626)	(1.626)	(1.626)	(1.627)
IL-6 (House)	0.466	0.422	0.528	0.649
	(0.526)	(0.53)	(0.527)	(0.527)
IL-7 (House)	4.947	5.075	5.566	6.489
	(2.631)	(2.632)	(2.632)	(2.634)
IL-8 (House)	0.293	0.329	0.323	0.387
	(0.476)	(0.484)	(0.478)	(0.478)
IL-9 (House)	3.22	3.303	3.613	4.203
	(1.685)	(1.685)	(1.686)	(1.686)
IN-1 (House)	1.381	1.425	1.569	1.876
	(0.903)	(0.903)	(0.903)	(0.903)
MI-10 (House)	-0.294	-0.318	-0.437	-0.444
	(0.863)	(0.863)	(0.863)	(0.863)
MI-11 (House)	-0.053	-0.064	-0.137	-0.056
	(0.767)	(0.767)	(0.767)	(0.767)
MI-12 (House)	0.994	1.025	1.126	1.519
	(1.052)	(1.052)	(1.052)	(1.052)
MI-13 (House)	3.522	3.611	3.958	4.79
	(2.173)	(2.173)	(2.174)	(2.175)
MI-14 (House)	3.077	3.171	3.541	4.421
	(2.309)	(2.309)	(2.31)	(2.311)
MI-15 (House)	0.292	0.324	0.438	0.846
	(1.101)	(1.102)	(1.102)	(1.102)
MI-7 (House)	-0.581	-0.606	-0.692	-0.653
	(0.812)	(0.812)	(0.812)	(0.812)
MI-8 (House)	-0.276	-0.3	-0.385	-0.347
	(0.804)	(0.804)	(0.804)	(0.804)
MI-9 (House)	-0.012	-0.007	-0.055	0.072
	(0.748)	(0.749)	(0.748)	(0.748)
MN-1 (House)	-0.85	-0.847	-0.904	-0.81
	(1.071)	(1.073)	(1.079)	(1.09)
MN-2 (House)	-0.508	-0.518	-0.59	-0.546
	(0.96)	(0.963)	(0.97)	(0.982)
MN-3 (House)	0.512	0.488	0.457	0.566
	(0.939)	(0.94)	(0.947)	(0.961)
MN-4 (House)	1	1.019	1.16	1.576
	(1.351)	(1.351)	(1.354)	(1.369)
MN-5 (House)	2.428	2.472	2.723	3.339
	(1.812)	(1.811)	(1.812)	(1.826)

Table 4: Full Results for Table 5: 2006 Parametric Decay
Models

	Exponential	Logarithmic	Weibull	Power
MN-6 (House)	-0.944	-0.889	-1.092	-1.125
	(1.008)	(1.012)	(1.018)	(1.029)
MN-7 (House)	-0.977	-1.013	-1.11	-1.113
	(1.04)	(1.042)	(1.05)	(1.06)
MN-8 (House)	0.001	-0.005	0.02	0.24
	(1.082)	(1.083)	(1.088)	(1.102)
OH-10 (House)	1.55	1.583	1.793	2.157
	(1.102)	(1.103)	(1.103)	(1.103)
OH-11 (House)	4.419	4.518	5.007	5.885
	(2.524)	(2.524)	(2.525)	(2.526)
OH-12 (House)	0.779	0.83	0.89	1.061
	(0.633)	(0.633)	(0.633)	(0.633)
OH-13 (House)	1.777	1.777	1.967	2.286
	(0.989)	(0.991)	(0.99)	(0.99)
OH-14 (House)	0.858	0.883	0.942	1.065
	(0.569)	(0.569)	(0.569)	(0.569)
OH-15 (House)	0.59	0.735	0.719	0.908
	(0.681)	(0.687)	(0.681)	(0.681)
OH-16 (House)	0.843	0.838	0.902	1.003
	(0.531)	(0.531)	(0.531)	(0.531)
OH-17 (House)	1.934	1.981	2.25	2.728
	(1.428)	(1.428)	(1.428)	(1.429)
OH-18 (House)	-1.243	-1.405	-1.25	-1.221
	(0.61)	(0.635)	(0.613)	(0.614)
OH-4 (House)	-0.681	-0.688	-0.807	-0.964
	(0.876)	(0.876)	(0.876)	(0.876)
OH-7 (House)	1.06	1.162	1.071	1.114
	(0.554)	(0.572)	(0.556)	(0.556)
OH-9 (House)	1.53	1.559	1.764	2.137
	(1.166)	(1.167)	(1.167)	(1.167)
WI-1 (House)	0.287	0.29	0.203	0.268
	(0.981)	(0.984)	(0.99)	(1.003)
WI-2 (House)	1.38	1.537	1.537	1.95
	(1.376)	(1.38)	(1.379)	(1.394)
WI-3 (House)	-0.503	-0.478	-0.509	-0.336
	(1.034)	(1.036)	(1.041)	(1.055)
WI-4 (House)	2.388	2.461	2.673	3.266
	(1.784)	(1.784)	(1.785)	(1.799)
WI-5 (House)	-1.153	-1.182	-1.387	-1.544
	(1.21)	(1.215)	(1.221)	(1.228)
WI-6 (House)	-1.272	-1.281	-1.398	-1.406

Table 4: Full Results for Table 5: 2006 Parametric Decay
Models

	Exponential	Logarithmic	Weibull	Power
	(1.03)	(1.034)	(1.04)	(1.051)
Impact	0.161	0.040	0.175	0.179
	(0.086)	(0.023)	(0.087)	(0.087)
Decay	0.742	0.015	1.435	1.931
	(0.449)	(0.007)	(0.632)	(0.857)
Dem $\perp$ Indep	-5.781	-5.97	-6.429	-7.345
	(2.8)	(2.8)	(2.801)	(2.802)
Indep $\perp$ Rep	-4.923	-5.112	-5.571	-6.487
	(2.799)	(2.8)	(2.801)	(2.802)
N	7541	7541	7541	7541
Log Like	-4957.31	-4958.27	-4957.84	-4957.97

Table 5: Regression Estimates for Figure 4: Presidential
Election Impacts by Education

	High School	College	College Plus
Impact	0.150	0.088	0.003
	(0.121)	(0.097)	(0.008)
Decay	1.819	1.044	0.041
	(2.705)	(1.093)	(0.537)
N	4,299	5,972	2,196
Log Like	-2898.672	-3664.574	-1175.259

	Full	Watch TV news			TV news viewers only		
	Full	No	Yes				
Interview day ads	0.1149	0.0734	0.1186	0.1518	0.1220	0.1020	0.1199
	(0.068)	(0.2469)	(0.0713)	(0.0852)	(0.0827)	(0.0805)	(0.0828)
Days 1-42	0.0014	-0.0079	0.0027				
	(0.0026)	(0.0117)	(0.0027)				
Days 1-3				-0.0206			
				(0.0331)			
Days 4-42				0.0037			
				(0.0031)			
Days 1-5					0.0010		
					(0.0213)		
Days 6-42					0.0029		
					(0.0033)		
Days 1-10						0.0074	
						(0.0107)	
Days 11-42						0.0016	
						(0.0036)	
Days 1-5							-0.0141
							(0.0261)
Days 6-10							0.0264
							(0.0237)
Days 11-42							0.0014
							(0.0044)
N	4703	315	4388	4388	4388	4388	4388
Log-Likelihood	-2895.526	-204.5063	-2668.036	-2667.786	-2668.033	-2667.935	-2667.526

Table 6: Models of advertising effects in 2000 presidential election: *Same as Table 2 for accidentally treated states and states with no advertising. These states are ID, NE, KY, MS, AL, IN, GA, NJ, MA, VT, MT, KY, MD (accidental treatment states) and OK, NY, RI, TX, UT, WY (no advertising states). States with low advertising include CT, AZ, VA, SC but results are not sensitive to their inclusion.*