Appendix A: The Survey Advertisements

Positively framed funding appeal advertisement.

Negatively framed funding appeal advertisement.
Positively framed character appeal advertisement.

- A family man that has raised three successful children.
- A proven record of supporting policies beneficial to locals.
- Supports veterans.
- Honorable on addressing crime.

Click or tap the links below to contribute $10, $25, $50, $100, or any amount to help secure victory for meaningful policy change!

wwwSupportedSamForMayor.com

Negatively framed character appeal advertisement.

- Failed to keep campaign promises.
- Raised a family of addicts.
- Too hard on light crime.
- Too soft on hard crime.
- Accomplished little during his time in office.
- Neglected locals like you.

To find out more or to donate to Supported Sam visit

wwwTruthAboutOliver.com
Positively framed socioeconomic appeal advertisements for all socioeconomic groups.
Negatively framed socioeconomic appeal advertisements for all socioeconomic groups.
Supported policies which HARMED
Working-Class Americans

#WorkingClassJustice

To find out more or to donate to Supported Sam visit www.TruthAboutOliver.com

Brought to you by
SUPPORTED SAM
FOR MAYOR

Supported policies which HARMED
Upper-Class Americans

#UpperClassJustice

To find out more or to donate to Supported Sam visit www.TruthAboutOliver.com

Brought to you by
SUPPORTED SAM
FOR MAYOR
Positively framed ethnic appeal advertisements for all ethnic groups.

SUPPORTED SAM FOR MAYOR

Backed legislation supporting:
- Caucasian employment.
- Caucasian enrollment.
- Caucasian businesses.
- Caucasian neighborhoods.
- Caucasian families.

#SamCares

Contribute $10, $25, $50, $100 or any amount to help secure victory for meaningful policy change!

SUPPORTED SAM FOR MAYOR

Backed legislation supporting:
- Latinx employment.
- Latinx enrollment.
- Latinx businesses.
- Latinx neighborhoods.
- Latinx families.

#SamCares

Contribute $10, $25, $50, $100 or any amount to help secure victory for meaningful policy change!
SUPPORTED SAM FOR MAYOR

Backed legislation supporting:
- **Black** employment.
- **Black** enrollment.
- **Black** businesses.
- **Black** neighborhoods.
- **Black** families.

#SamCares

Contribute $10, $25, $50, $100 or any amount to help secure victory for meaningful policy change!

SUPPORTED SAM FOR MAYOR

Backed legislation supporting:
- **Asian** employment.
- **Asian** enrollment.
- **Asian** businesses.
- **Asian** neighborhoods.
- **Asian** families.

#SamCares

Contribute $10, $25, $50, $100 or any amount to help secure victory for meaningful policy change!
SUPPORTED SAM FOR MAYOR

Backed legislation supporting:
- Native employment.
- Native enrollment.
- Native businesses.
- Native neighborhoods.
- Native families.

#SamCares
Contribute $15, $35, $55, $100 or any amount to help secure victory for meaningful policy change!

SUPPORTED SAM FOR MAYOR

Backed legislation supporting:
- Minority employment.
- Minority enrollment.
- Minority businesses.
- Minority neighborhoods.
- Minority families.

#SamCares
Contribute $15, $35, $55, $100 or any amount to help secure victory for meaningful policy change!
Negatively framed ethnic appeal advertisements for all ethnic groups.

Backed legislation which HARMED:
• Caucasian employment.
• Caucasian enrollment.
• Caucasian businesses.
• Caucasian neighborhoods.
• Caucasian families.

#OliverHurtsWhiteVoters

To find out more or to donate to Supported Sam visit www.TruthAboutOliver.com

Brought to you by
SUPPORTED SAM
FOR MAYOR

Backed legislation which HARMED:
• Latinx employment.
• Latinx enrollment.
• Latinx businesses.
• Latinx neighborhoods.
• Latinx families.

#OliverHurtsLatinxVoters

To find out more or to donate to Supported Sam visit www.TruthAboutOliver.com

Brought to you by
SUPPORTED SAM
FOR MAYOR
Backed legislation which HARMED:

- Black employment.
- Black enrollment.
- Black businesses.
- Black neighborhoods.
- Black families.

#OliverHurtsBlackVoters

To find out more or to donate to Supported Sam visit www.TruthAboutOliver.com

Brought to you by SUPPORTED SAM FOR MAYOR

Backed legislation which HARMED:

- Asian employment.
- Asian enrollment.
- Asian businesses.
- Asian neighborhoods.
- Asian families.

#OliverHurtsAsianVoters

To find out more or to donate to Supported Sam visit www.TruthAboutOliver.com

Brought to you by SUPPORTED SAM FOR MAYOR
Backed legislation which HARMED:

- Native employment.
- Native enrollment.
- Native businesses.
- Native neighborhoods.
- Native families.

#OliverHurtsNativeVoters

To find out more or to donate to Supported Sam visit www.TruthAboutOliver.com

Backed legislation which HARMED:

- Minority employment.
- Minority enrollment.
- Minority businesses.
- Minority neighborhoods.
- Minority families.

#OliverHurtsMinorityVoters

To find out more or to donate to Supported Sam visit www.TruthAboutOliver.com
Appendix B: Crosstabs

Chart 2.3: Cross Tabulation of age and average donation likelihood for positively framed campaign advertisement with ethnic appeal.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-24 years old</th>
<th>25-34 years old</th>
<th>35-44 years old</th>
<th>55-64 years old</th>
<th>75 years or older</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years old</td>
<td>23.3</td>
<td>55.2</td>
<td>100.0</td>
<td>0.0</td>
<td>8.0</td>
</tr>
</tbody>
</table>

Chart 2.4: Cross Tabulation of ethnicity and average donation likelihood for positively framed campaign advertisement with socioeconomic appeal.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>White / Caucasian</th>
<th>Hispanic or Latino</th>
<th>Black or African American</th>
<th>Asian / Pacific Islander</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>White / Caucasian</td>
<td>12.8</td>
<td>34.6</td>
<td>50.0</td>
<td>30.3</td>
<td>3.8</td>
</tr>
</tbody>
</table>

Chart 2.5: Cross Tabulation of ethnicity and average share likelihood for negatively framed campaign advertisement with ethnic appeal.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>White / Caucasian</th>
<th>Hispanic or Latino</th>
<th>Black or African American</th>
<th>Asian / Pacific Islander</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>White / Caucasian</td>
<td>11.6</td>
<td>37.3</td>
<td>100.0</td>
<td>36.7</td>
<td>0.8</td>
</tr>
</tbody>
</table>

Chart 2.6: Cross Tabulation of ethnicity and average donation likelihood for negatively framed campaign advertisement with funding appeal.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>White / Caucasian</th>
<th>Hispanic or Latino</th>
<th>Black or African American</th>
<th>Asian / Pacific Islander</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>White / Caucasian</td>
<td>19.8</td>
<td>14.5</td>
<td>98.0</td>
<td>37.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>
**Chart 2.7:** Cross Tabulation of ethnicity and average share likelihood for negatively framed campaign advertisement with funding appeal.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>White / Caucasian</th>
<th>Hispanic or Latino</th>
<th>Black or African American</th>
<th>Asian / Pacific Islander</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>White / Caucasian</td>
<td>11.6</td>
<td>10.8</td>
<td>95.0</td>
<td>16.7</td>
<td>0.0</td>
</tr>
</tbody>
</table>

**Chart 2.8:** Cross Tabulation of ethnicity and average donation likelihood for positively framed campaign advertisement with ethnic appeal.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>White / Caucasian</th>
<th>Hispanic or Latino</th>
<th>Black or African American</th>
<th>Asian / Pacific Islander</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>White / Caucasian</td>
<td>2.1</td>
<td>34.6</td>
<td>100.0</td>
<td>35.0</td>
<td>30.0</td>
</tr>
</tbody>
</table>

**Chart 2.9:** Cross Tabulation of ethnicity and average share likelihood for positively framed campaign advertisement with ethnic appeal.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>White / Caucasian</th>
<th>Hispanic or Latino</th>
<th>Black or African American</th>
<th>Asian / Pacific Islander</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>White / Caucasian</td>
<td>0.4</td>
<td>33.2</td>
<td>100.0</td>
<td>16.7</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Chart 3:** Cross Tabulation of ethnicity and average “like” likelihood for positively framed campaign advertisement with ethnic appeal.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>White / Caucasian</th>
<th>Hispanic or Latino</th>
<th>Black or African American</th>
<th>Asian / Pacific Islander</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>White / Caucasian</td>
<td>2.0</td>
<td>46.6</td>
<td>100.0</td>
<td>40.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Chart 3.1: Cross Tabulation of gender and average donation likelihood for positively framed campaign advertisement with ethnic appeal.

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>10.9</td>
<td>40.1</td>
</tr>
</tbody>
</table>

Chart 3.2: Cross Tabulation of gender and average “like” likelihood for positively framed campaign advertisement with ethnic appeal.

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>20.0</td>
<td>50.4</td>
</tr>
</tbody>
</table>

Chart 3.4: Cross Tabulation of gender and average share likelihood for positively framed campaign advertisement with ethnic appeal.

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>9.6</td>
<td>39.6</td>
</tr>
</tbody>
</table>

Chart 3.5: Cross Tabulation of socioeconomic class and average donation likelihood for positively framed campaign advertisement with socioeconomic appeal.

<table>
<thead>
<tr>
<th>Class</th>
<th>Male</th>
<th>Middle Class</th>
<th>Upper Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working Class</td>
<td>19.7</td>
<td>22.8</td>
<td>0.0</td>
</tr>
<tr>
<td>Middle Class</td>
<td>22.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upper Class</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Chart 3.6: Crosstab of ethnicity and framing preference for campaign advertisement with socioeconomic appeal.**

<table>
<thead>
<tr>
<th></th>
<th>White / Caucasian</th>
<th>Hispanic or Latino</th>
<th>Black or African American</th>
<th>Asian / Pacific Islander</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>60.0%</td>
<td>96.8%</td>
<td>100.0%</td>
<td>66.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Negative</td>
<td>40.0%</td>
<td>3.2%</td>
<td>0.0%</td>
<td>33.3%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**Chart 3.7: Crosstab of ethnicity and framing preference for campaign advertisement with ethnic appeal.**

<table>
<thead>
<tr>
<th></th>
<th>White / Caucasian</th>
<th>Hispanic or Latino</th>
<th>Black or African American</th>
<th>Asian / Pacific Islander</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>60.0%</td>
<td>87.1%</td>
<td>100.0%</td>
<td>66.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Negative</td>
<td>40.0%</td>
<td>12.9%</td>
<td>0.0%</td>
<td>33.3%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**Chart 3.8: Crosstab of education level and framing preference for campaign advertisement with socioeconomic appeal.**

<table>
<thead>
<tr>
<th></th>
<th>Some high school</th>
<th>High school diploma</th>
<th>Some college</th>
<th>Bachelor's Degree</th>
<th>Master's Degree</th>
<th>Doctorate Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>100.0%</td>
<td>33.3%</td>
<td>78.3%</td>
<td>100.0%</td>
<td>75.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Negative</td>
<td>0.0%</td>
<td>66.7%</td>
<td>21.7%</td>
<td>0.0%</td>
<td>25.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Chart 3.9: Crosstab of education level and framing preference for campaign advertisement with ethnic appeal.

<table>
<thead>
<tr>
<th></th>
<th>Some high school</th>
<th>High school diploma</th>
<th>Some college</th>
<th>Bachelor's Degree</th>
<th>Master's Degree</th>
<th>Doctorate Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Positive</strong></td>
<td>100.0%</td>
<td>0.0%</td>
<td>69.6%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>33.3%</td>
</tr>
<tr>
<td><strong>Negative</strong></td>
<td>0.0%</td>
<td>100.0%</td>
<td>30.4%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>66.7%</td>
</tr>
</tbody>
</table>

Chart 4: Crosstab of socioeconomic group and framing preference for campaign advertisement with socioeconomic appeal.

<table>
<thead>
<tr>
<th></th>
<th>Working Class</th>
<th>Middle Class</th>
<th>Upper Class</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Positive</strong></td>
<td>90.5%</td>
<td>75.0%</td>
<td>28.6%</td>
</tr>
<tr>
<td><strong>Negative</strong></td>
<td>9.5%</td>
<td>25.0%</td>
<td>71.4%</td>
</tr>
</tbody>
</table>