

Appendix A: The Survey Advertisements

Positively framed funding appeal advertisement.



**SUPPORTED
SAM
FOR MAYOR**

**WE CRUSHED
OPPOSITION
OLIVER IN
FUNDRAISING!!!**

**To beat him at the polls we
must continue to outraise
him in donations!!!**

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

Negatively framed funding appeal advertisement.



**SUPPORTED
SAM
FOR MAYOR**

**OPPOSITION
OLIVER
OUTRAISED US.**

**If we can't beat him in
donations, we can't
beat him at the polls!!!**

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

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!

www.SupportedSamForMayor.com

**SUPPORTED SAM
FOR MAYOR**

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 www.TruthAboutOliver.com

OPPOSITION OLIVER

#KeepOliverOut

**Brought to you by
SUPPORTED SAM
FOR MAYOR**

Positively framed socioeconomic appeal advertisements for all socioeconomic groups.



SUPPORTED SAM FOR MAYOR

Supported policies which **BENEFITED**
Middle-Class Americans

#SamCares

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

This advertisement features a man in a dark suit and blue tie, holding a newspaper. The background is a blurred outdoor setting. The text is overlaid on the right side of the image.



SUPPORTED SAM FOR MAYOR

Supported policies which **BENEFITED**
Working-Class Americans

#SamCares

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

This advertisement is identical to the one above, but the text targets Working-Class Americans instead of Middle-Class Americans.



SUPPORTED SAM FOR MAYOR

Supported policies which **BENEFITED** **Upper-Class Americans**

#SamCares

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

Negatively framed socioeconomic appeal advertisements for all socioeconomic groups.



Supported policies which HARMED Middle-Class Americans

#MiddleClassJustice

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

Brought to you by **SUPPORTED SAM FOR MAYOR**

OPPOSITION OLIVER

**Supported policies
which HARMED
Working-Class
Americans**

#WorkingClassJustice

To find out more or to donate
to Supported Sam visit
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Brought to you by
SUPPORTED SAM
FOR MAYOR



**Supported policies
which HARMED
Upper-Class
Americans**

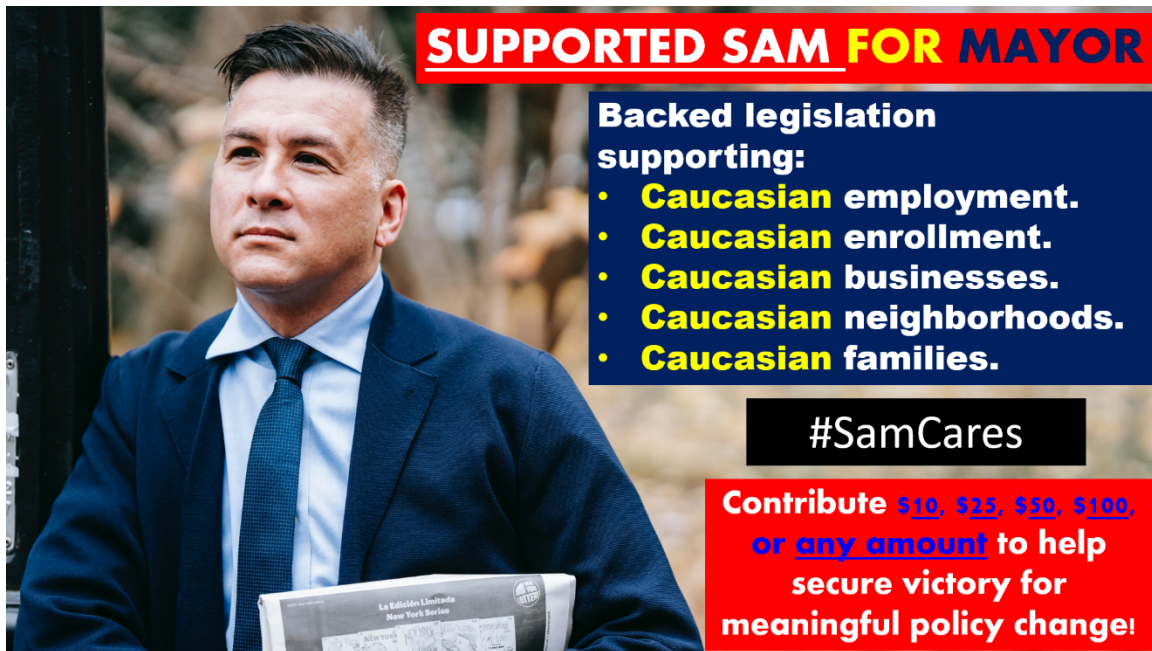
#UpperClassJustice

To find out more or to donate
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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!

The advertisement features a man in a dark suit and tie, holding a newspaper titled 'La Edición Limitada New York Series'. The background is a blurred outdoor setting.



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!

The advertisement features a man in a dark suit and tie, holding a newspaper titled 'La Edición Limitada New York Series'. The background is a blurred outdoor setting.



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 \$10, \$25, \$50, \$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 \$10, \$25, \$50, \$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

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SUPPORTED SAM
FOR MAYOR

OPPOSITION OLIVER



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

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FOR MAYOR

OPPOSITION OLIVER



**Backed legislation which
HARMED:**

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

#OliverHurtsBlackVoters

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FOR MAYOR

OPPOSITION OLIVER



**Backed legislation which
HARMED:**

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

#OliverHurtsAsianVoters

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FOR MAYOR

OPPOSITION OLIVER



**Backed legislation which
HARMED:**

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

#OliverHurtsNativeVoters

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Brought to you by
SUPPORTED SAM
FOR MAYOR

OPPOSITION OLIVER



**Backed legislation which
HARMED:**

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

#OliverHurtsMinorityVoters

**To find out more or to donate
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FOR MAYOR

OPPOSITION OLIVER



Appendix B: Crosstabs

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

<i>18-24 years old</i>	<i>25-34 years old</i>	<i>35-44 years old</i>	<i>55-64 years old</i>	<i>75 years or older</i>
23.3	55.2	100.0	0.0	8.0

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

<i>White / Caucasian</i>	<i>Hispanic or Latino</i>	<i>Black or African American</i>	<i>Asian / Pacific Islander</i>	<i>Other</i>
12.8	34.6	50.0	30.3	3.8

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

<i>White / Caucasian</i>	<i>Hispanic or Latino</i>	<i>Black or African American</i>	<i>Asian / Pacific Islander</i>	<i>Other</i>
11.6	37.3	100.0	36.7	0.8

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

<i>White / Caucasian</i>	<i>Hispanic or Latino</i>	<i>Black or African American</i>	<i>Asian / Pacific Islander</i>	<i>Other</i>
19.8	14.5	98.0	37.0	0.0

Chart 2.7: Cross Tabulation of ethnicity and average share likelihood for negatively framed campaign advertisement with funding appeal.

<i>White / Caucasian</i>	<i>Hispanic or Latino</i>	<i>Black or African American</i>	<i>Asian / Pacific Islander</i>	<i>Other</i>
11.6	10.8	95.0	16.7	0.0

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

<i>White / Caucasian</i>	<i>Hispanic or Latino</i>	<i>Black or African American</i>	<i>Asian / Pacific Islander</i>	<i>Other</i>
2.1	34.6	100.0	35.0	30.0

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

<i>White / Caucasian</i>	<i>Hispanic or Latino</i>	<i>Black or African American</i>	<i>Asian / Pacific Islander</i>	<i>Other</i>
0.4	33.2	100.0	16.7	100.0

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

<i>White / Caucasian</i>	<i>Hispanic or Latino</i>	<i>Black or African American</i>	<i>Asian / Pacific Islander</i>	<i>Other</i>
2.0	46.6	100.0	40.0	100.0

Chart 3.1: Cross Tabulation of gender and average donation likelihood for positively framed campaign advertisement with ethnic appeal.

<i>Male</i>	<i>Female</i>
10.9	40.1

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

<i>Male</i>	<i>Female</i>
20.0	50.4

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

<i>Male</i>	<i>Female</i>
9.6	39.6

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

<i>Working Class</i>	<i>Middle Class</i>	<i>Upper Class</i>
19.7	22.8	0.0

Chart 3.6: Crosstab of ethnicity and framing preference for campaign advertisement with socioeconomic appeal.

	<i>White / Caucasian</i>	<i>Hispanic or Latino</i>	<i>Black or African American</i>	<i>Asian / Pacific Islander</i>	<i>Other</i>
<i>Positive</i>	60.0%	96.8%	100.0%	66.7%	0.0%
<i>Negative</i>	40.0%	3.2%	0.0%	33.3%	100.0%

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

	<i>White / Caucasian</i>	<i>Hispanic or Latino</i>	<i>Black or African American</i>	<i>Asian / Pacific Islander</i>	<i>Other</i>
<i>Positive</i>	60.0%	87.1%	100.0%	66.7%	0.0%
<i>Negative</i>	40.0%	12.9%	0.0%	33.3%	100.0%

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

	<i>Some high school</i>	<i>High school diploma</i>	<i>Some college</i>	<i>Bachelor's Degree</i>	<i>Master's Degree</i>	<i>Doctorate Degree</i>
<i>Positive</i>	100.0%	33.3%	78.3%	100.0%	75.0%	0.0%
<i>Negative</i>	0.0%	66.7%	21.7%	0.0%	25.0%	100.0%

Chart 3.9: Crosstab of education level and framing preference for campaign advertisement with ethnic appeal.

	<i>Some high school</i>	<i>High school diploma</i>	<i>Some college</i>	<i>Bachelor's Degree</i>	<i>Master's Degree</i>	<i>Doctorate Degree</i>
<i>Positive</i>	100.0%	0.0%	69.6%	100.0%	100.0%	33.3%
<i>Negative</i>	0.0%	100.0%	30.4%	0.0%	0.0%	66.7%

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

	<i>Working Class</i>	<i>Middle Class</i>	<i>Upper Class</i>
<i>Positive</i>	90.5%	75.0%	28.6%
<i>Negative</i>	9.5%	25.0%	71.4%