

Tone of Advertising in 2004 and 2008 Presidential Campaigns

	Contrast	Promote	Attack	Total
2004 Candidate	25.9	52.9	21.2	100
2004 Party	24.4	8.6	67.0	100
2004 Coordinated	42.7	14.4	42.8	100
2004 Group	14.2	7.5	78.3	100
2004 Overall	26.3	31.1	42.6	100
2008 Candidate	16.5	57.5	26.0	100
2008 Party	28.2	1.2	70.6	100
2008 Coordinated	20.7	3.5	75.8	100
2008 Group	11.4	22.8	65.8	100
2008 Overall	17.4	46.9	35.6	100

This table illustrates the tone of the presidential campaigns in 2004 and 2008 by sponsor. Promote ads are those that mention only the favored candidate; attack ads mention only the opposing candidate; contrast ads mention both the favored and opposing candidates. Coordinated ads are those that are sponsored by both the candidate and the candidate's political party.