

TABLE A-1
The Representativeness of the House and Senate Samples

	House		Senate	
	Sample	Population	Sample	Population
Party Affiliation				
Democrats	54.3 % (175)	50.0 % (347)	72.2 % (13)	50.0 % (30)
Republicans	45.7 (147)	50.0 (347)	27.8 (5)	50.0 (30)
Candidate Status				
Incumbents	34.8 % (112)	43.2 % (300)	27.8 % (5)	38.3 % (23)
Challengers	48.8 (157)	43.2 (300)	50.0 (9)	38.3 (23)
Open-seats	16.5 (53)	13.5 (94)	22.2 (4)	23.3 (14)
Election Outcome				
Winners	43.2 % (139)	50.0 % (347)	44.4 % (8)	50.0 % (30)
Losers	56.8 (183)	50.0 (347)	55.6 (10)	50.0 (30)
N	(322)	(694)	(18)	(60)

TABLE A-2

The Impact of Television, Radio, Direct Mail, and Campaign Literature on Challengers' Vote Shares

	Direct mail	Campaign literature	Television	Radio	Newspaper ads	Field activities
Constant	25.39	25.38	25.49	25.49	25.77	25.67
Partisan bias (per one-point advantage in primary registration)	.13*** (.03)	.12*** (.03)	.13*** (.03)	.13*** (.03)	.13*** (.03)	.13*** (.03)
Contested primary	2.46*** (1.03)	2.41*** (1.04)	2.65*** (1.02)	2.51*** (1.04)	2.75*** (1.04)	2.58*** (1.04)
Targeted own party members, independents, or both	2.28** (1.16)	2.27** (1.16)	2.44** (1.16)	2.33** (1.19)	2.20** (1.16)	2.14** (1.17)
Advertising focused on challenger or incumbent's issue positions	1.60* (1.07)	1.58* (1.08)	1.68* (1.07)	1.46* (1.10)	1.15 (1.05)	1.18 (1.08)
Challenger spending on each campaign communication technique (per \$100,000)	2.42** (1.32)	1.45* (.92)	.74** (.36)	.30 (.36)	-40.04 (31.20)	-.35 (2.90)
Incumbent spending on campaign communications (per \$100,000)	.68*** (.15)	.70*** (.15)	.55*** (.18)	.73*** (.17)	.86*** (.13)	.83*** (.15)
Challenger received most endorsements from local media	5.20*** (2.10)	5.10*** (2.11)	5.59*** (2.13)	4.84*** (2.13)	5.00*** (2.12)	4.46** (2.16)
Republican national partisan tide	2.46*** (1.05)	2.24** (1.04)	2.46*** (1.05)	2.33** (1.07)	1.98** (1.05)	2.13** (1.07)
Adjusted R ²	.52	.52	.53	.51	.52	.51
F	19.76 p<.001	19.51 p<.001	19.99 p<.001	19.02 p<.001	19.28 p<.001	18.84 p<.001
N=138						