Figure One.

Media Buys by Non-Party Groups for Electioneering v. Genuine Issue Advocacy, by Month

[Graph showing media buys by month for electioneering and genuine issue advocacy.]

SUM COST

MONTH

CAMPAIGN

Electioneering

Genuine issue ad
Ads by Groups Aired Within 60 Days of the Election that Depict a Candidate

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Genuine Issue Ads Aired Within 60 Days of the Election that Depict a Candidate, and Thus Would Be Caught by the Bright-Line Test, as a Proportion of All Group Ads that Depict a Candidate in the Same Time Period.
Figure Three.

Percentage of Electioneering Ads by Candidates, Parties and Groups that Attach, Compare or Promote Candidates

Q14
Figure Four.

Growth of Negative Tone of Electioneering Issue Ads as Election Day Nears

MONTH

Cumulative Frequency

Q14

- Attack
- Contrast
- Promote

MONTH

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