'Read Me' File
Lint Barrage, Eric Chyn, and Justine Hastings (2019)
"Advertising and Environmental Stewardship: Evidence from the BP Oil Spill"
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I. Replication Do-Files

"2_BCH_Replication_Master.do" calls on the following do-files and data sets in order to replicate the paper's main results:

- "BCH_Figure_1.do" produces Figure 1
- "BCH_Figure_2.do" produces Figure 2
- "BCH_Figure_3_Table_A10.do" produces both Figure 3 and its underlying Table A10
- "BCH_Table_1.do" produces Table 1 Columns (1) and (2)
  Note: Table 1 Columns (3) and (4), as well as Table 2 require data at the gas station-week level, which could not be included in this file due to data use restrictions. Interested researchers can acquire these data from the relevant vendors as described in Section III below.
- "BCH_Table_3.do" produces Table 3
- "BCH_Table_4.do" produces Table 4

Note that the file "1_SET_DIRECTORY.do" must **first** be edited with the appropriate directory so that "2_BCH_Replication_Master.do" and the other files will run.

II. Replication Data Files

- "BCH_Replication_Figure1.dta" provides the average weekly retail gasoline station prices among BP and Non-BP, Non-BP competitor stations (Jan '09-Dec '10).
- "BCH_Replication_Figure2.dta" provides daily Google search intensity for the term "oil spill" along with stored coefficients of the regressions in Table 2.
- "BCH_Replication_Figure3_TableA10.dta" provides BP station shares of scrambled zip codes at the monthly level (Jan '09-Dec '10), along with an indicator *ads_p50* for whether zip codes were exposed to above or below median BP advertising during the "Beyond Petroleum" campaign years, plus a series of indicator variables for the 15 months prior and 8 months after the BP oil spill, respectively.
- "BCH_Replication_Table1.dta" provides the station-level (i) average net price and (ii) natural log of average fleet sales quantity, with averages taken across three time periods: pre-spill, during-spill, and post-spill. The data also contain indicators for the during-spill and post-spill time periods, as well as each of these indicators interacted with a BP station dummy variable. The file further provides information on the underlying number of price and quantity information for each station (*p_obs_time* and *q_obs_time*), used as weights in the regressions. Finally, the file contains scrambled zip and station ID variables.
- "BCH_Relication_Table3.dta" provides the station-level differences in (i) average net price and (ii) natural log of average fleet sales quantity, where the difference is computed between two time periods: pre-spill and during-spill. The data also contain BP station

indicators, demeaned median household income, our "Green Index" measure, plus interactions between these terms and the BP indicator. Importantly, these data also contain our core advertising expenditure measure (*dm_core_adsp_t00_08,* demeaned core corporate and environmental advertising during the Beyond Petroleum campaign years, 2000-08), along with our election count instrumental variable (*total_elections*), and both of these variables interacted with the BP indicator. Finally, the file contains scrambled zip and station ID variables.

- "BCH_Relication_Table4.dta" features the same basic data structure as Table 3. It differs in three ways: It (i) omits the election count instrument variables, (ii) adds data on ancillary advertising expenditures (*dm_ancil_adsp_t00_08*) and a "Green zip code" indicator, along with double and triple interaction between these variables and the BP station dummy variable, and it (iii) features a slightly adjusted sample based on data availability.

III. Proprietary Data Sources

The paper uses the following proprietary data sources:

- **OPIS (Oil Price Information Service):** All of our retail and wholesale gasoline data were obtained from the Oil Price Information Service (OPIS). Interested researchers can find information on data acquisition at: https://www.opisnet.com/.
- **Kantar Media:** Our advertising expenditure data were acquired from Kantar Media (Ad$pender Database). Interested researchers can find information on data acquisition at: https://www.kantarmedia.com/us.
- **R.L. Polk:** Hybrid vehicle (registration) shares - used in the computation of the Green Index - were obtained from R.L. Polk, now IHS Markit. Interested researchers can find information on data acquisition at: https://ihsmarkit.com/index.html.