

Appendix to Chapter 12,  
entitled  
“Spending Differences and the Role of Microtargeting”  
from  
*The Obama Victory: How Media, Money, and Message  
Shaped the 2008 Election*

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**Appendix 12.1 (see page 267 of *The Obama Victory*)  
Vote Preference and National Advertising**

**Appendix 12.2 (see page 282 of *The Obama Victory*)  
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**Appendix 12.3 (see page 282-283 of *The Obama Victory*)  
Predicting the Belief that Obama Supports Federal Funding for  
Embryonic Stem Cell Research**

## Appendix 12.1 (see page 267 of *The Obama Victory*) Vote Preference and National Advertising

*Overall, when we concentrate on respondents in the nonbattleground and control for demographics, political orientation, and media use, we find that weeks in which Obama outspent McCain on national ads are significantly related to an Obama vote “if the election were held today.”\* (p. 267)*

Table A12.1. Logistic Regression Predicting Obama Vote Preference (Respondents in the Nonbattleground Only)

	B Coefficient		Standard Error	Odds Ratio
<b>Intercept</b>	1.397	***	.375	4.04
<b>Female (1=yes, 0=no)</b>	-.082		.087	.922
<b>Age (in years)</b>	-.004		.003	.996
<b>Black (1=yes, 0=no)</b>	2.859	***	.255	17.445
<b>Hispanic (1=yes, 0=no)</b>	1.043	***	.154	2.838
<b>Education (in years)</b>	.102	***	.021	1.107
<b>Household income (in thousands)</b>	-.001		.001	.999
<b>Republican (1=yes, 0=no)</b>	-1.988	***	.117	.137
<b>Democrat (1=yes, 0=no)</b>	1.728	***	.101	5.632
<b>Ideology (1=very liberal to 5=very conservative)</b>	-.896	***	.045	.408
<b>Number of days saw presidential campaign information on TV news in past week</b>	-.009		.019	.991
<b>Number of days heard about presidential campaign on talk radio in past week</b>	-.045	**	.016	.956
<b>Number of days saw presidential campaign information in newspapers in past week</b>	.050	***	.015	1.052
<b>Number of days saw presidential campaign information on Internet in past week</b>	.007		.015	1.007
<b>Difference in national 30-second television advertising spending by campaigns (Obama – McCain and RNC) (Per \$100,000 by week - 9/02/08 to Election Day)</b>	.004	**	.001	1.004
<b>N</b>			5,049	
<b>Cox &amp; Snell R-square</b>			.492	
<b>Nagelkerke R-square</b>			.656	
<b>Percent Correct</b>			84.4	
# p < .10 * p < .05 ** p < .01 *** p < .001				
Data: NAES08 telephone survey. Dates: 9/02/08 to 11/03/08.				

## Appendix 12.2 (see page 282 of *The Obama Victory*) Knowledge about the Candidates' Pro-Stem Cell Research Positions

*The effects of suppositions about Republicans in general and the power of Obama's spending on ads presumably combine to explain why, even though McCain and Obama held the same position, most NAES respondents attributed a pro-stem cell stance to Obama only (figure 12.8) when asked "which candidate or candidates running for president supports federal funding for embryonic stem cell research?" And this attribution occurred regardless of the position on the issue held by the person surveyed.\* (p. 282)*

Table A12.2. Logistic Regression Predicting the Belief that Obama Supports Federal Funding for Embryonic Stem Cell Research

	B Coefficient		Standard Error	Odds Ratio
<b>Intercept</b>	-2.313		92.359	.100
<b>Female (1=yes, 0=no)</b>	.037		.056	1.038
<b>Age (in years)</b>	.005	**	.002	1.005
<b>Black (1=yes, 0=no)</b>	-.686	***	.098	.504
<b>Hispanic (1=yes, 0=no)</b>	-.353	***	.094	.702
<b>Education (in years)</b>	.120	***	.013	1.127
<b>Household income (in thousands)</b>	.003	***	.001	1.003
<b>Republican (1=yes, 0=no)</b>	.207	**	.073	1.230
<b>Democrat (1=yes, 0=no)</b>	.197	**	.068	1.218
<b>Ideology (1=very liberal to 5=very conservative)</b>	-.080	**	.029	.923
<b>Number of days saw presidential campaign information on TV news in past week</b>	.048	***	.014	1.049
<b>Number of days heard about presidential campaign on talk radio in past week</b>	.021	*	.010	1.021
<b>Number of days saw presidential campaign information in newspapers in past week</b>	.011		.010	1.011
<b>Number of days saw presidential campaign information on Internet in past week</b>	.050	***	.010	1.051
<b>Position on stem cell research (1=favor, 0 =oppose)</b>	-.003		.062	.997
<b>N</b>			5,793	
<b>Cox &amp; Snell R-square</b>			.078	
<b>Nagelkerke R-square</b>			.103	
<b>Percent Correct</b>			62.3	
<b># p &lt; .10 * p &lt; .05 ** p &lt; .01 *** p &lt; .001</b>				
<b>Data: NAES08 telephone survey. Dates: 10/03/08 to 11/03/08.</b>				

As shown in table Table A12.2 the position of the respondent is not significantly related to believing Obama is the only candidate that supports embryonic stem cell research.

*Belief that Obama Not McCain Supported Stem Cell Research* was measured with the question: “Which candidate or candidates running for president supports federal funding for embryonic stem cell research? (ROTATE CHOICES) Barack Obama, John McCain, both, or neither?” Responses were coded so that respondents saying *Obama* were coded as 1, while respondents saying *McCain*, *both*, or *neither* were coded as 0.

*Respondent’s Position on Stem Cell Research* was measured with the question: “Do you (ROTATE: favor/oppose) federal funding of embryonic stem cell research? (IF FAVOR, READ:) Would you strongly favor or somewhat favor this? (IF OPPOSE, READ:) Would you strongly oppose or somewhat oppose this?” Responses were coded so that those respondents who reported *favoring* the position were coded as 1, and those who reported *opposing* the position were coded as 0.

## Appendix 12.3 (see page 282-283 of *The Obama Victory*) Predicting the Belief that Obama Supports Federal Funding for Embryonic Stem Cell Research

*To do so we rely on our campaign ad-buy data and a logistic regression predicting the belief that Obama (not McCain or both candidates) supports federal funding for embryonic stem cell research.<sup>29</sup> Our question gave respondents the option of picking “Obama,” “McCain,” “Both,” or “Neither”—with the correct answer being “Both.” Although the differential spending in Obama’s favor produced relationships in the direction that could be interpreted as a pro-Obama effect, the relationship was not statistically significant.\* (p. 282-283)*

Table A12.3. Logistic Regression Predicting the Belief that Obama Supports Federal Funding for Embryonic Stem Cell Research

	B Coefficient	Standard Error	Odds Ratio
Intercept	2.372 ***	.213	.093
Female (1=yes, 0=no)	.056	.053	1.058
Age (in years)	.002	.002	1.002
Black (1=yes, 0=no)	-.757 ***	.093	.469
Hispanic (1=yes, 0=no)	-.423 ***	.088	.655
Education (in years)	.130 ***	.012	1.139
Household income (in thousands)	.003 ***	.001	1.003
Republican (1=yes, 0=no)	.235 ***	.069	1.265
Democrat (1=yes, 0=no)	.196 **	.064	1.216
Ideology (1=very liberal to 5=very conservative)	-.067 **	.026	.935
Average of number of days saw or hear presidential campaign information in past week across television, newspaper, talk radio, and internet	.125 ***	.017	1.134
2004 presidential vote margin by county (FIPS – Kerry percent of total vote minus Bush Percent of total vote)	.280 **	.101	1.324
2004 presidential vote margin by county (FIPS – Kerry percent of total vote minus Bush Percent of total vote).	-.079	.261	.924
Difference in total GRP by campaigns (Obama – McCain and RNC) (Per 100 GRPs) (Broadcast, Radio, & Cable)	.024	.019	1.025
N		6,407	
Cox & Snell R-square		.089	
Nagelkerke R-square		.119	
Percent Correct		63.3	
# p < .10 * p < .05 ** p < .01 *** p < .001			
Data: NAES08 telephone survey. Dates: 10/03/08 to 11/03/08. Data for the county level election results were compiled by Leip, David. Dave Leip's Atlas of U.S. Presidential Elections. <a href="http://www.uselectionatlas.org">http://www.uselectionatlas.org</a>			