

Appendix to Chapter 7,  
entitled  
“The Impact of Sarah Palin and Joseph Biden”  
from  
*The Obama Victory: How Media, Money, and Message  
Shaped the 2008 Election*

By Kate Kenski, Bruce W. Hardy, and Kathleen Hall Jamieson

**Appendix 7.1 (see page 153 of *The Obama Victory*)  
Gibson Interview and Assessments of Palin’s Readiness by White,  
Non-Hispanic Women**

**Appendix 7.2 (see pages 153-154 of *The Obama Victory*)  
Gibson Interview and Assessments of Palin’s Readiness by Party  
Identification**

**Appendix 7.3 (see pages 154-155 of *The Obama Victory*)  
CBS Viewing and Assessments of Palin’s Readiness**

**Appendix 7.4 (see page 157 of *The Obama Victory*)  
SNL Viewing and Assessments of Palin’s Readiness**

**Appendix 7.5 (see page 160 of *The Obama Victory*)  
Predicting Biden and Palin Favorability from Debate Viewing**

**Appendix 7.6 (see page 160 of *The Obama Victory*)  
Debate Expectations and Vice Presidential Candidate Favorability**

**Appendix 7.7 (see page 163 of *The Obama Victory*)  
Powell Endorsement**

**Appendix 7.8 (see page 169 and pages 173-174 of *The Obama Victory*)  
Predicting Vote Preference from Vice Presidential Candidate  
Favorability**

**Appendix 7.9 (see page 174 of *The Obama Victory*)  
Predicting Vote Preference from McCain “Too Old” and Palin Not  
“Ready To Be President”**

## Appendix 7.1 (see page 153 of *The Obama Victory*) Gibson Interview and Assessments of Palin’s Readiness by White, Non-Hispanic Women

*NAES data reveal that watching the interview had a significantly negative effect on white women’s perceptions that the Alaska governor was ready to be president.\* (p. 153)*

Table A7.1. Gibson Interview on Assessments of Palin “Ready To Be President” by White, Non-Hispanic Women and Others

			<i>Grouped Ratings of Palin “Ready To Be President”</i>		
			<b>Negative</b>	<b>Neutral</b>	<b>Positive</b>
<b>White non-Hispanic Women</b>	Watched Gibson interview with Palin	No	102 46.4%	42 19.1%	76 34.5%
		Yes	165 53.1%	29 9.3%	117 37.6%
		Total	267 50.3%	71 13.4%	193 36.3%
Chi-square = 10.67, df=2, <i>p</i> <.01					
<b>Everyone else</b>	Watched Gibson interview with Palin	No	146 57.0%	43 16.8%	67 26.2%
		Yes	157 50.0%	43 13.7%	114 36.3%
		Total	303 53.2%	86 15.1%	181 31.8%
Chi-square = 6.77, df=2, <i>p</i> <.05					
<b>Data: NAES08 telephone survey. Dates: 9/12/08 to 9/16/08. Note: Row percentages given.</b>					

*Palin Ready To Be President* was measured with the question: “Now I am going to ask you about the candidates for vice-president. On a scale of 0 to 10, where ‘zero’ means it does not apply at all and 10 means it applies extremely well, please tell me how well the phrase ‘ready to be president’ applies to Sarah Palin.” For the analysis, responses that ranged from 0 to 4 were considered *negative*, responses that hit the 5 mark were considered *neutral*, and responses that ranged from 6 to 10 were considered *positive*.

*Watched Gibson Interview Palin* was measured with the question: “Did you happen to see any part of the interviews that Charlie Gibson of ABC News conducted with Sarah Palin, or not?”

## Appendix 7.2 (see pages 153-154 of *The Obama Victory*) Gibson Interview and Assessments of Palin’s Readiness by Party Identification

*However, after watching it, Republicans were somewhat more likely to believe that she was ready to be president.\* (pp. 153-154)*

Table A7.2. Gibson Interview on Assessments of Palin “Ready To Be President” by Party Identification

			<i>Grouped Ratings of Palin “Ready To Be President”</i>		
			<b>Negative</b>	<b>Neutral</b>	<b>Positive</b>
<b>Republicans</b>	Watched Gibson interview with Palin	No	25 18.4%	32 23.5%	79 58.1%
		Yes	34 18.9%	25 13.9%	121 67.2%
		Total	59 18.7%	57 18.0%	200 63.3%
Chi-square = 5.02, df=2, <i>p</i> <.10					
			<b>Negative</b>	<b>Neutral</b>	<b>Positive</b>
<b>Democrats</b>	Watched Gibson interview with Palin	No	122 73.9%	21 12.7%	22 13.3%
		Yes	194 78.2%	19 7.7%	35 14.1%
		Total	316 76.5%	40 9.7%	57 13.8%
Chi-square = 2.91, df=2, <i>p</i> =.23					
			<b>Negative</b>	<b>Neutral</b>	<b>Positive</b>
<b>Independents</b>	Watched Gibson interview with Palin	No	87 56.1%	26 16.8%	42 27.1%
		Yes	85 45.7%	29 15.6%	72 38.7%
		Total	172 50.4%	55 16.1%	114 33.4%
Chi-square = 5.31, df=2, <i>p</i> <.10					
<b>Data: NAES08 telephone survey. Dates: 9/12/08 to 9/16/08. Note: Row percentages given.</b>					

## Appendix 7.3 (see pages 154-155 of *The Obama Victory*) CBS Viewing and Assessments of Palin’s Readiness

*Although the effects of the attacks by conservative critics and the caricature by Tina Fey are difficult to separate from exposure to the Couric interview, our data show that people who reported being more likely to see information about the 2008 presidential campaign on CBS than on other broadcast or cable television outlets were more inclined to rate Palin negatively on our “ready to be president” question than were people who did not report CBS as their most often seen broadcast or cable source about the campaign, a finding circumscribed by the fact that CBS’s viewers tend to be less conservative and more Democratic than those who rely on other channels for news.<sup>21\*</sup> (pp. 154-155)*

Table A7.3.1. CBS Viewing on Assessments of Palin “Ready to Be President”

	<i>Grouped Ratings of Palin “Ready To Be President”</i>		
	<b>Negative</b>	<b>Neutral</b>	<b>Positive</b>
<b>Saw no presidential campaign information on TV news in past week</b>	43 47.8%	10 11.1%	37 41.1%
<b>Saw presidential campaign information on TV news in past week most often from a non-CBS source</b>	638 54.4%	210 17.9%	325 27.7%
<b>Saw presidential campaign information on TV news in past week most often from a CBS source</b>	55 67.1%	7 8.5%	20 24.4%
<b>Total</b>	736 54.7%	227 16.9%	382 28.4%
Chi-square = 14.77, df=4, p<.01			
<b>Data: NAES08 telephone survey. Dates: 9/27/08 to 10/2/08. Note: Row percentages given.</b>			

*CBS Viewing* was measured with two questions. First, respondents were asked: “Thinking now about the past week how many days did you see information on broadcast or cable television about the 2008 presidential campaign? This includes seeing programs on television, on the internet, your cell phone, iPod, or PDA.” If respondents said none, they were categorized as *seeing no presidential campaign information on TV news in the past week*. If respondents seeing information 1 to 7 days, they were asked: “In the past week, from what television program did you get most of your information about the 2008 presidential campaign?” If they said CBS, then they were categorized as a *CBS viewer*. If they said some other program, then they were categorized as having seen TV news in past week that was from a *non-CBS source*.

Table A7.3.2. CBS Viewing and Ideology

	<i>Ideology</i>		
	<b>Conservative</b>	<b>Moderate</b>	<b>Liberal</b>
<b>Saw no presidential campaign information on TV news in past week</b>	790 40.4%	606 31.0%	558 28.6%
<b>Saw presidential campaign information on TV news in past week most often from a non-CBS source</b>	7739 40.8%	6250 33.0%	4969 26.2%
<b>Saw presidential campaign information on TV news in past week most often from a CBS source</b>	352 36.3%	364 37.6%	253 26.1%
<b>Total</b>	8881 40.6%	7220 33.0%	5780 26.4%
Chi-square = 16.79, df=4, <i>p</i> <.01			
<b>Data: NAES08 telephone survey. Dates: 8/1/08 to 11/3/08. Note: Row percentages given.</b>			

Table A7.3.3. CBS Viewing and Party Identification

	<i>Party Identification</i>			
	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>	<b>Other</b>
<b>Saw no presidential campaign information on TV news in past week</b>	504 26.0%	699 36.1%	652 33.7%	80 4.1%
<b>Saw presidential campaign information on TV news in past week most often from a non-CBS source</b>	5596 29.9%	6776 36.2%	5855 31.3%	503 2.7%
<b>Saw presidential campaign information on TV news in past week most often from a CBS source</b>	219 22.9%	407 42.5%	307 32.1%	24 2.5%
<b>Total</b>	6319 29.2%	7882 36.5%	6814 31.5%	607 2.8%
Chi-square = 49.56, df=4, <i>p</i> <.001				
<b>Data: NAES08 telephone survey. Dates: 8/1/08 to 11/3/08. Note: Row percentages given.</b>				

## Appendix 7.4 (see page 157 of *The Obama Victory*) SNL Viewing and Assessments of Palin's Readiness

*NAES data suggest that exposure to the SNL caricatures hurt Palin's prospects. Those who regularly watched Saturday Night Live were more likely to contend that she was not ready to be president.\* (p. 157)*

Table A7.4. Watching SNL Regularly on Assessments of Palin "Ready To Be President"

			<i>Grouped Ratings of Palin "Ready To Be President"</i>		
			Negative	Neutral	Positive
<b>Overall</b>	Watch SNL Regularly	No	879 54.1%	231 14.2%	514 31.7%
		Yes	258 70.5%	37 10.1%	71 19.4%
		Total	1137 57.1%	268 13.5%	585 29.4%
Chi-square = 33.01, df=2, p<.001					
			Negative	Neutral	Positive
<b>Republicans</b>	Watch SNL Regularly	No	128 26.8%	74 15.5%	276 57.7%
		Yes	25 38.5%	9 13.8%	31 47.7%
		Total	153 28.2%	83 15.3%	307 56.5%
Chi-square = 3.89, df=2, p=.143					
			Negative	Neutral	Positive
<b>Democrats</b>	Watch SNL Regularly	No	394 79.1%	53 10.6%	51 10.2%
		Yes	129 84.3%	8 5.2%	16 10.5%
		Total	523 80.3%	61 9.4%	67 10.3%
Chi-square = 4.06, df=2, p=.131					
			Negative	Neutral	Positive
<b>Independents</b>	Watch SNL Regularly	No	300 56.8%	86 16.3%	142 26.9%
		Yes	90 72.0%	17 13.6%	18 14.4%
		Total	390 59.7%	103 15.8%	160 24.5%
Chi-square = 10.80, df=2, p<.01					
<b>Data: NAES08 telephone survey. Dates: 10/8/08 to 11/3/08. Note: Row percentages given.</b>					

*Watching SNL Regularly* was measured with the question: “Which of the following shows do you regularly watch: (ROTATE CHOICES) *The Daily Show with Jon Stewart*, *Saturday Night Live*, both, or neither?” Those who reported watching *SNL* or *both* were considered SNL viewers. Those who reported watching *The Daily Show with Jon Stewart* or *neither* were not considered SNL viewers.

## Appendix 7.5 (see page 160 of *The Obama Victory*) Predicting Biden and Palin Favorability from Debate Viewing

*When we compared the attitudes of debate viewers and nonviewers in the presence of controls, we found evidence that the vice presidential debate upped Biden's favorability ratings, without affecting Palin's one way or the other.\* (p. 160)*

Table A7.5.1. OLS Regression Predicting Palin Favorability from Vice Presidential Debate Viewing

	Model 1			Model 2		
	B Coefficient	Standard Error	Beta	B Coefficient	Standard Error	Beta
Intercept	3.587 ***	.869		3.775 ***	.726	
Female (1=yes, 0=no)	-.016	.196	-.003	.103	.148	.016
Age (in years)	.003	.007	.016	.002	.005	.011
Black (1=yes, 0=no)	-1.885 ***	.338	-.171	-.304	.268	-.028
Hispanic (1=yes, 0=no)	-.447	.416	-.032	-.378	.314	-.027
Education (in years)	-.045	.045	-.033	-.037	.034	-.027
Household income (in thousands)	-.001	.002	-.022	-.001	.001	-.025
Republican (1=yes, 0=no)	1.051 ***	.251	.145	-.030	.195	-.004
Democrat (1=yes, 0=no)	-1.537 ***	.237	-.229	-.536 **	.184	-.080
Ideology (1=very liberal to 5=very conservative)	.882 ***	.100	.308	.274 ***	.081	.096
Number of days saw presidential campaign information on TV news in past week	-.060	.052	-.035	-.073 #	.039	-.043
Number of days heard about presidential campaign on talk radio in past week	.060 #	.035	.051	.050 #	.027	.043
Number of days read presidential campaign information in newspapers in past week	-.042	.035	-.040	.007	.026	.006
Number of days saw presidential campaign information on Internet in past week	-.078 *	.034	-.075	-.065 *	.025	-.062
Watched vice presidential debate (0=none to 3=all)	.074	.085	.028	.058	.065	.022
Obama favorability rating (0 to 10)	---	---	---	-.181 ***	.037	-.187
McCain favorability rating (0 to 10)	---	---	---	.587 ***	.034	.505
Biden favorability rating (0 to 10)	---	---	---	-.116 **	.041	-.094
N		736			736	
R-square		.386			.653	
# p < .10 * p < .05 ** p < .01 *** p < .001						
Data: NAES08 telephone survey. Dates: 10/3/08 to 10/6/08.						

Table A7.5.2. OLS Regression Predicting Biden Favorability from Vice Presidential Debate Viewing

	<i>Model 1</i>			<i>Model 2</i>		
	B Coefficient	Standard Error	Beta	B Coefficient	Standard Error	Beta
<b>Intercept</b>	6.342 ***	.732		2.891 ***	.653	
Female (1=yes, 0=no)	.298 #	.165	.057	.274 *	.132	.052
Age (in years)	-.007	.006	-.039	-.005	.005	-.029
Black (1=yes, 0=no)	1.100 ***	.285	.123	-.313	.239	-.035
Hispanic (1=yes, 0=no)	.385	.350	.034	.038	.281	.003
Education (in years)	.043	.038	.039	.001	.030	.001
Household income (in thousands)	-.001	.002	-.027	.000	.001	-.010
Republican (1=yes, 0=no)	-.954 ***	.211	-.162	-.253	.174	-.043
Democrat (1=yes, 0=no)	.885 ***	.200	.163	.220	.165	.041
Ideology (1=very liberal to 5=very conservative)	-.685 ***	.084	-.295	-.148 *	.073	-.064
Number of days saw presidential campaign information on TV news in past week	.045	.043	.033	.026	.035	.019
Number of days heard about presidential campaign on talk radio in past week	-.007	.030	-.008	.042 #	.024	.045
Number of days read presidential campaign information in newspapers in past week	.056 #	.029	.065	.024	.023	.028
Number of days saw presidential campaign information on Internet in past week	-.018	.028	-.021	-.011	.023	-.013
Watched vice presidential debate (0=none to 3=all)	.352 ***	.071	.162	.327 ***	.057	.150
Obama favorability rating (0 to 10)	---	---	---	.481 ***	.029	.609
McCain favorability rating (0 to 10)	---	---	---	.038	.036	.040
Palin favorability rating (0 to 10)	---	---	---	-.093 **	.033	-.114
N		736			736	
R-square		.339			.578	
# <i>p</i> < .10 * <i>p</i> < .05 ** <i>p</i> < .01 *** <i>p</i> < .001						
Data: NAES08 telephone survey. Dates: 10/3/08 to 10/6/08.						

*Palin Favorability* and *Biden Favorability* were measured with the question: “Now for each of the following people, please tell me if your opinion is favorable or unfavorable using a scale from 0 to 10. Zero means very unfavorable, and 10 means very favorable. Five means you do not feel favorable or unfavorable toward that person. Of course you can use any number between zero and 10. The (first | next) person is (INSERT). (FIRST TIME, THEN AS NECESSARY) On a scale of 0 to 10, how would you rate (INSERT)?” To assess favorability toward Palin, “Sarah Palin” was inserted in the question. To assess favorability toward Biden, “Joe Biden” was inserted in the question.

*Vice Presidential Debate Viewing* was measured with the question: “Did you happen to watch the vice presidential debate on Thursday, October 2nd between (ROTATE) Sarah Palin and Joe Biden? (IF YES:) Did you watch all, most or just some of it?” Those who *did not watch* the debate were assigned a value of 0, those who watched *just some* if it were assigned a value of 1, those who watched *most* of it were assigned a value of 2, and those who watched *all* of it were assigned a value of 3.

## Appendix 7.6 (see page 160 of *The Obama Victory*) Debate Expectations and Vice Presidential Candidate Favorability

*Confirming that expectations affect evaluation, those holding that view gave her higher favorability ratings than those who did not feel that she had done better than expected. By contrast, debate expectations had no effect on impressions of Biden.\* (p. 160)*

Table A7.6.1. Candidate Performance among Debate Viewers

	Did Sarah Palin DO better than you expected, less well than you expected or about as you expected?	Did Joe Biden DO better than you expected, less well than you expected or about as you expected?
<b>Better</b>	59.2%	25.4%
<b>Less well</b>	4.3%	7.2%
<b>As expected</b>	33.0%	63.9%
<b>Don't know</b>	3.5%	3.5%
<b>N</b>	740	740
<b>Data: NAES08 telephone survey. Dates: 10/3/08 to 10/6/08.</b>		

Table A7.6.2. OLS Regression Predicting Palin Favorability among Vice Presidential Debate Viewers

	<i>Model 1</i>			<i>Model 2</i>		
	B Coefficient	Standard Error	Beta	B Coefficient	Standard Error	Beta
Intercept	2.932 **	1.096		3.608 ***	.915	
Female (1=yes, 0=no)	.012	.221	.002	.096	.169	.014
Age (in years)	.004	.008	-.018	.001	.006	.002
Black (1=yes, 0=no)	-1.513 ***	.387	-.134	-.021	.308	-.002
Hispanic (1=yes, 0=no)	-.145	.485	-.010	-.172	.372	-.012
Education (in years)	-.065	.053	-.045	-.067	.041	-.047
Household income (in thousands)	-.001	.002	-.022	.000	.002	-.007
Republican (1=yes, 0=no)	.815 **	.286	.109	-.199	.225	-.027
Democrat (1=yes, 0=no)	-1.805 ***	.268	-.263	-.678 **	.213	-.099
Ideology (1=very liberal to 5=very conservative)	1.004 ***	.113	.342	.359 ***	.093	.122
Number of days saw presidential campaign information on TV news in past week	-.026	.067	-.013	-.047	.052	-.023
Number of days heard about presidential campaign on talk radio in past week	.055	.040	.047	.046	.031	.039
Number of days read presidential campaign information in newspapers in past week	-.026	.039	-.024	.020	.030	.019
Number of days saw presidential campaign information on Internet in past week	-.084 *	.038	-.079	-.089 **	.029	-.085
Biden debate performance (0=less well, 1=as expected, 2=better)	-.068	.193	-.011	.184	.148	.031
Palin debate performance (0=less well, 1=as expected, 2=better)	.372 *	.188	.066	.314 *	.144	.056
Obama favorability rating (0 to 10)	---	---	---	-.239 ***	.044	-.244
McCain favorability rating (0 to 10)	---	---	---	.542 ***	.041	.456
Biden favorability rating (0 to 10)	---	---	---	-.075	.049	-.060
N		569			569	
R-square		.428			.668	
# p < .10 * p < .05 ** p < .01 *** p < .001						
Data: NAES08 telephone survey. Dates: 10/3/08 to 10/6/08.						

*Evaluation of Biden Debate Performance* was measured with the question: “Did Joe Biden do better than you expected, less well than you expected or about as you expected? (IF NECESSARY:) The vice presidential debate on Thursday, October 2nd between (ROTATE) Sarah Palin and Joe Biden?” Responses were coded so that those who said *less well* were assigned a value of 0, those who said *as expected* were assigned a value of 1, and those who said *better* were assigned a value of 2.

*Evaluation of Palin Debate Performance* was measured with the question: “Did Sarah Palin do better than you expected, less well than you expected or about as you expected? (IF NECESSARY:) The vice presidential debate on Thursday, October 2nd between (ROTATE) Sarah Palin and Joe Biden?” Responses were coded so that those who said *less well* were assigned a value of 0, those who said *as expected* were assigned a value of 1, and those who said *better* were assigned a value of 2.

Table A7.6.3. OLS Regression Predicting Biden Favorability among Vice Presidential Debate Viewers

	<i>Model 1</i>			<i>Model 2</i>		
	B Coefficient	Standard Error	Beta	B Coefficient	Standard Error	Beta
Intercept	6.735 ***	.926		3.096 ***	.790	
Female (1=yes, 0=no)	.283	.187	.054	.238	.146	.045
Age (in years)	-.007	.007	-.038	-.002	.005	-.010
Black (1=yes, 0=no)	1.231 ***	.327	.137	-.124	.266	-.014
Hispanic (1=yes, 0=no)	.218	.410	.019	-.047	.321	-.004
Education (in years)	.048	.045	.042	.011	.035	.009
Household income (in thousands)	-.001	.002	-.027	-.001	.001	-.017
Republican (1=yes, 0=no)	-1.035 ***	.242	-.173	-.235	.194	-.039
Democrat (1=yes, 0=no)	1.030 ***	.227	.188	.267	.185	.049
Ideology (1=very liberal to 5=very conservative)	-.657 ***	.096	-.281	-.137 #	.081	-.059
Number of days saw presidential campaign information on TV news in past week	.046	.057	.028	.027	.045	.016
Number of day heard about presidential campaign on talk radio in past week	-.020	.034	-.021	.038	.027	.041
Number of days saw presidential campaign information in newspapers in past week	.080 *	.033	.093	.031	.026	.036
Number of days saw presidential campaign information on Internet in past week	-.032	.032	-.038	-.016	.025	-.018
Biden debate performance 0=less well, 1=as expected, 2=better)	.305 #	.163	.065	.158	.128	.034
Palin debate performance (0=less well, 1=as expected, 2=better)	-.059	.159	-.013	-.041	.125	-.009
Obama favorability rating (0 to 10)	---	---	---	.500 ***	.032	.642
McCain favorability rating (0 to 10)	---	---	---	.004	.040	.004
Palin favorability rating (0 to 10)	---	---	---	-.056	.037	-.070
N		569			569	
R-square		.358			.611	
# <i>p</i> < .10 * <i>p</i> < .05 ** <i>p</i> < .01 *** <i>p</i> < .001						
Data: NAES08 telephone survey. Dates: 10/3/08 to 10/6/08.						

## Appendix 7.7 (see page 163 of *The Obama Victory*) Powell Endorsement

*On the surface, it appears that the endorsement gave Obama a small boost. Taking several demographic, political attitudinal variables, and news consumption into account, our results suggest that the Powell attack hurt Palin's favorability ratings and perceptions of her readiness "to be president" but did not directly affect feelings about Obama. Nor did it affect ratings of McCain. The endorsement of Obama also helped Biden's favorability ratings and perceptions of his readiness "to be president."\* (p. 163)*

Table A7.7.1. OLS Regression Predicting Palin Favorability from Powell Endorsement

	Model 1			Model 2		
	B Coefficient	Standard Error	Beta	B Coefficient	Standard Error	Beta
Intercept	3.250 ***	.834		3.866 ***	.689	
Female (1=yes, 0=no)	.034	.195	.005	.201	.147	.030
Age (in years)	-.006	.007	-.027	-.014 *	.006	-.062
Black (1=yes, 0=no)	-1.008 *	.399	-.074	.067	.304	.005
Hispanic (1=yes, 0=no)	-.500	.373	-.038	.215	.282	.017
Education (in years)	-.064	.046	-.045	-.053	.035	-.037
Household income (in thousands)	-.001	.002	-.021	-.002	.001	-.033
Republican (1=yes, 0=no)	1.959 ***	.246	.268	.332 #	.196	.045
Democrat (1=yes, 0=no)	-.955 ***	.244	-.135	.060	.189	.009
Ideology (1=very liberal to 5=very conservative)	.982 ***	.098	.325	.337 ***	.080	.112
Number of days saw presidential campaign information on TV news in past week	.020	.050	.011	.021	.037	.012
Number of day heard about presidential campaign on talk radio in past week	.081 *	.035	.067	.081 **	.026	.067
Number of days read presidential campaign information in newspapers in past week	-.060 #	.034	-.054	-.036	.025	-.033
Number of days saw presidential campaign information on Internet in past week	-.053	.034	-.050	-.046 #	.026	-.044
Knew that Powell had endorsed Obama (1=yes,0=no)	-.673 **	.248	-.083	-.586 **	.187	-.073
Obama favorability rating (0 to 10)	---	---	---	-.281 ***	.038	-.280
McCain favorability rating (0 to 10)	---	---	---	.587 ***	.032	.507
Biden favorability rating (0 to 10)	---	---	---	-.005	.040	-.004
N		789			789	
R-square		.403			.666	
# p < .10 * p < .05 ** p < .01 *** p < .001						
Data: NAES08 telephone survey. Dates: 10/19/08 to 10/22/08.						

*Knew Powell Endorsement* was measured with the question: “Do you happen to know who Colin Powell endorsed for president?” Those who said *Barack Obama*, the correct answer, were assigned a value of 1, while those who said *John McCain*, some *other name*, *no* or *don’t know* were coded as 0.

*Obama Favorability* and *McCain Favorability* were measured with the question: “Now for each of the following people, please tell me if your opinion is favorable or unfavorable using a scale from 0 to 10. Zero means very unfavorable, and 10 means very favorable. Five means you do not feel favorable or unfavorable toward that person. Of course you can use any number between zero and 10. The (first | next) person is (INSERT). (FIRST TIME, THEN AS NECESSARY) On a scale of 0 to 10, how would you rate (INSERT)?” To assess favorability toward Obama, “Barack Obama” was inserted in the question. To assess favorability toward McCain, “John McCain” was inserted in the question.

Table A7.7.2. OLS Regression Predicting Palin “Ready To Be President” from Powell Endorsement

	<i>Model 1</i>			<i>Model 2</i>		
	B Coefficient	Standard Error	Beta	B Coefficient	Standard Error	Beta
<b>Intercept</b>	2.978 ***	.804		3.101 ***	.724	
Female (1=yes, 0=no)	-.055	.188	-.009	.100	.155	.016
Age (in years)	.006	.007	.031	.000	.006	.000
Black (1=yes, 0=no)	-.681 #	.383	-.055	.159	.320	.013
Hispanic (1=yes, 0=no)	-.027	.358	-.002	.506 #	.296	.042
Education (in years)	-.089 *	.044	-.068	-.082 *	.036	-.063
Household income (in thousands)	-.002	.002	-.036	-.003	.002	-.046
Republican (1=yes, 0=no)	1.790 ***	.237	.267	.454 *	.206	.068
Democrat (1=yes, 0=no)	-.650 **	.235	-.101	.193	.198	.030
Ideology (1=very liberal to 5=very conservative)	.779 ***	.094	.282	.265 **	.084	.096
Number of days saw presidential campaign information on TV news in past week	-.029	.048	-.018	-.030	.039	-.019
Number of day heard about presidential campaign on talk radio in past week	.063 #	.034	.057	.063 *	.028	.056
Number of days saw presidential campaign information in newspapers in past week	-.064 *	.032	-.064	-.046 #	.027	-.045
Number of days saw presidential campaign information on Internet in past week	-.070 *	.033	-.073	-.065 *	.027	-.067
Knew that Powell had endorsed Obama (1=yes,0=no)	-.593 *	.238	-.080	-.515 **	.196	-.070
Obama favorability rating (0 to 10)	---	---	---	-.152 ***	.040	-.165
McCain favorability rating (0 to 10)	---	---	---	.523 ***	.034	.495
Biden favorability rating (0 to 10)	---	---	---	-.059	.042	-.054
N		788			788	
R-square		.340			.558	
# p < .10 * p < .05 ** p < .01 *** p < .001						
Data: NAES08 telephone survey. Dates: 10/19/08 to 10/22/08.						

*Palin Ready To Be President* was measured with the question: “Now I am going to ask you about the candidates for vice-president. On a scale of 0 to 10, where ‘zero’ means it does not apply at all and 10 means it applies extremely well, please tell me how well the phrase ‘ready to be president’ applies to Sarah Palin.” For the analysis, the 0 to 10 scale was used.

Table A7.7.3. OLS Regression Predicting Obama Favorability from Powell Endorsement

	<i>Model 1</i>			<i>Model 2</i>			
	B Coefficient		Standard Error	Beta	B Coefficient	Standard Error	Beta
<b>Intercept</b>	7.773	***	.794		4.783	***	.621
<b>Female (1=yes, 0=no)</b>	.186		.186	.028	-.077	.135	-.011
<b>Age (in years)</b>	-.008		.007	-.035	-.005	.005	-.022
<b>Black (1=yes, 0=no)</b>	1.947	***	.379	.144	.841	**	.277
<b>Hispanic (1=yes, 0=no)</b>	1.227	***	.354	.094	.889	***	.257
<b>Education (in years)</b>	.053		.044	.037	.020	.032	.014
<b>Household income (in thousands)</b>	.000		.002	.003	-.001	.001	-.013
<b>Republican (1=yes, 0=no)</b>	-1.858	***	.234	-.255	-.501	**	.180
<b>Democrat (1=yes, 0=no)</b>	1.273	***	.232	.181	.282	.173	.040
<b>Ideology (1=very liberal to 5=very conservative)</b>	-.985	***	.093	-.327	-.302	***	.073
<b>Number of days saw presidential campaign information on TV news in past week</b>	.050		.047	.029	.033	.034	.019
<b>Number of day heard about presidential campaign on talk radio in past week</b>	-.025		.034	-.021	.028	.024	.024
<b>Number of days saw presidential campaign information in newspapers in past week</b>	.050		.032	.046	.017	.023	.015
<b>Number of days saw presidential campaign information on Internet in past week</b>	.008		.032	.008	-.012	.023	-.011
<b>Knew that Powell had endorsed Obama (1=yes,0=no)</b>	.332		.236	.041	-.188	.173	-.023
<b>McCain favorability rating (0 to 10)</b>	---		---	---	-.064	#	.035
<b>Biden favorability rating (0 to 10)</b>	---		---	---	.605	***	.030
<b>Palin favorability rating (0 to 10)</b>	---		---	---	-.236	***	.032
<b>N</b>			789			789	
<b>R-square</b>			.456			.717	
<b># <math>p &lt; .10</math> * <math>p &lt; .05</math> ** <math>p &lt; .01</math> *** <math>p &lt; .001</math></b>							
<b>Data: NAES08 telephone survey. Dates: 10/19/08 to 10/22/08.</b>							

Table A7.7.4. OLS Regression Predicting McCain Favorability from Powell Endorsement

	<i>Model 1</i>			<i>Model 2</i>			
	B Coefficient		Standard Error	Beta	B Coefficient	Standard Error	Beta
Intercept	2.725	***	.743		1.612	*	.656
Female (1=yes, 0=no)	-.192		.174	-.033	-.194		-.033
Age (in years)	.009		.007	.048	.012	*	.005
Black (1=yes, 0=no)	-.888	*	.355	-.076	-.229		-.019
Hispanic (1=yes, 0=no)	-.629	#	.332	-.056	-.287		-.025
Education (in years)	.007		.041	.005	.043		.035
Household income (in thousands)	.001		.002	.025	.002		.038
Republican (1=yes, 0=no)	1.873	***	.219	.296	.730	***	.115
Democrat (1=yes, 0=no)	-1.111	***	.217	-.182	-.526	**	-.086
Ideology (1=very liberal to 5=very conservative)	.622	***	.088	.238	.045		.017
Number of days saw presidential campaign information on TV news in past week	.021		.044	.014	.015		.010
Number of day heard about presidential campaign on talk radio in past week	-.013		.031	-.013	-.057	*	-.054
Number of days saw presidential campaign information in newspapers in past week	-.017		.030	-.017	.018		.019
Number of days saw presidential campaign information on Internet in past week	-.007		.030	-.008	.021		.023
Knew that Powell had endorsed Obama (1=yes,0=no)	.016		.221	.002	.389	*	.056
Obama favorability rating (0 to 10)	---		---	---	-.067	#	-.077
Biden favorability rating (0 to 10)	---		---	---	-.006		-.006
Palin favorability rating (0 to 10)	---		---	---	.516	***	.597
N			789				789
R-square			.366				.607
# $p < .10$ * $p < .05$ ** $p < .01$ *** $p < .001$							
Data: NAES08 telephone survey. Dates: 10/19/08 to 10/22/08.							

Table A7.7.5. OLS Regression Predicting Biden Favorability from Powell Endorsement

	Model 1			Model 2		
	B Coefficient	Standard Error	Beta	B Coefficient	Standard Error	Beta
Intercept	6.506 ***	.722		2.072 ***	.623	
Female (1=yes, 0=no)	.428 *	.169	.075	.320 *	.131	.056
Age (in years)	-.006	.006	-.034	-.002	.005	-.010
Black (1=yes, 0=no)	1.341 ***	.345	.118	.215	.272	.019
Hispanic (1=yes, 0=no)	.297	.322	.027	-.413	.252	-.038
Education (in years)	.029	.040	.025	-.001	.031	-.001
Household income (in thousands)	.001	.002	.024	.001	.001	.022
Republican (1=yes, 0=no)	-1.278 ***	.213	-.209	-.194	.176	-.032
Democrat (1=yes, 0=no)	1.148 ***	.211	.195	.408 *	.168	.069
Ideology (1=very liberal to 5=very conservative)	-.680 ***	.085	-.270	-.108	.072	-.043
Number of days saw presidential campaign information on TV news in past week	.038	.043	.026	.009	.033	.006
Number of days heard about presidential campaign on talk radio in past week	-.058 #	.030	-.057	-.043 #	.024	-.043
Number of days read presidential campaign information in newspapers in past week	.030	.029	.032	.001	.023	.001
Number of days saw presidential campaign information on Internet in past week	.012	.030	.013	.007	.023	.008
Knew that Powell had endorsed Obama (1=yes,0=no)	.599 **	.215	.089	.406 *	.168	.060
Obama favorability rating (0 to 10)	---	---	---	.574 ***	.028	.685
McCain favorability rating (0 to 10)	---	---	---	-.006	.034	-.006
Palin favorability rating (0 to 10)	---	---	---	-.004	.032	-.004
N		789			789	
R-square		.359			.617	
# p < .10 * p < .05 ** p < .01 *** p < .001						
Data: NAES08 telephone survey. Dates: 10/19/08 to 10/22/08.						

Table A7.7.6. OLS Regression Predicting Biden “Ready To Be President” from Powell Endorsement

	<i>Model 1</i>			<i>Model 2</i>		
	B Coefficient	Standard Error	Beta	B Coefficient	Standard Error	Beta
<b>Intercept</b>	5.937	***	.721	1.214	*	.618
Female (1=yes, 0=no)	.253		.168	-.008		-.002
Age (in years)	.003		.006	.008	#	.005
Black (1=yes, 0=no)	.962	**	.341	-.079		-.008
Hispanic (1=yes, 0=no)	.501		.318	.098		.010
Education (in years)	.042		.040	.022		.020
Household income (in thousands)	.001		.002	.001		.014
Republican (1=yes, 0=no)	-.649	**	.211	-.115	*	.063
Democrat (1=yes, 0=no)	1.053	***	.210	.238		.044
Ideology (1=very liberal to 5=very conservative)	-.617	***	.084	-.094		-.040
Number of days saw presidential campaign information on TV news in past week	.077	#	.043	.049		.037
Number of days heard about presidential campaign on talk radio in past week	-.020		.030	.010		.010
Number of days read presidential campaign information in newspapers in past week	.035		.029	.012		.014
Number of days saw presidential campaign information on Internet in past week	.009		.029	.002		.002
Knew that Powell had endorsed Obama (1=yes,0=no)	.681	**	.213	.341	*	.054
Obama favorability rating (0 to 10)	---		---	.220	***	.283
McCain favorability rating (0 to 10)	---		---	-.026		-.029
Biden favorability rating (0 to 10)	---		---	.458	***	.494
Palin favorability rating (0 to 10)	---		---	.019		.025
N			780			780
R-square			.275			.581
# <i>p</i> < .10 * <i>p</i> < .05 ** <i>p</i> < .01 *** <i>p</i> < .001						
Data: NAES08 telephone survey. Dates: 10/19/08 to 10/22/08.						

## Appendix 7.8 (see page 169 and pages 173-174 of *The Obama Victory*) Predicting Vote Preference from Vice Presidential Candidate Favorability

*According to NAES data, in the last three weeks of the campaign, a 1-unit increase in Palin's favorability reduced the odds of voting for the Obama-Biden ticket approximately 22 percent, after taking demographic and political attitudinal variables into consideration.\* (p. 169)*

*In contrast, a 1-unit increase in Biden's favorability ratings reduced the odds of voting for the McCain-Palin ticket approximately 8 percent.\* (p. 169)*

*Even when we take a host of demographic and political variables into account, the favorability ratings of the major-party vice presidential candidates affected vote preferences.\* (pp. 173-174)*

Table A7.8.1. Logistic Regression Predicting Obama/Biden Vote Preference from Vice Presidential Candidate Favorability

	September 5 to October 14			October 15 to November 3		
	B Coefficient	Standard Error	Odds Ratio	B Coefficient	Standard Error	Odds Ratio
Intercept	-1.721 ***	.440	.179	-1.382 *	.581	.251
Female (1=yes, 0=no)	-.266 **	.098	.766	-.184	.132	.832
Age (in years)	.000	.003	1.000	.002	.004	1.002
Black (1=yes, 0=no)	.535 **	.204	1.708	1.365 ***	.359	3.915
Hispanic (1=yes, 0=no)	.391 *	.203	1.478	.493 #	.260	1.637
Education (in years)	.037	.023	1.038	.009	.030	1.009
Household income (in thousands)	-.001	.001	.999	.001	.001	1.001
Church attendance (1=never to 5=more than once a week)	-.034	.039	.967	-.048	.053	.953
Republican (1=yes, 0=no)	-.654 ***	.141	.520	-.535 **	.181	.586
Democrat (1=yes, 0=no)	.976 ***	.108	2.655	.986 ***	.153	2.680
Ideology (1=very liberal to 5=very conservative)	-.361 ***	.055	.697	-.341 ***	.073	.711
Obama favorability rating (0 to 10)	.681 ***	.029	1.975	.652 ***	.039	1.920
McCain favorability rating (0 to 10)	-.324 ***	.028	.723	-.274 ***	.037	.760
Biden favorability rating (0 to 10)	.132 ***	.027	1.141	.085 *	.038	1.088
Palin favorability rating (0 to 10)	-.248 ***	.023	.780	-.250 ***	.031	.779
N		7,174			3784	
Cox & Snell R-square		.617			.617	
Nagelkerke R-square		.825			.823	
Percent Correct		92.3			92.7	
# p < .10 * p < .05 ** p < .01 *** p < .001						
Data: NAES08 telephone survey.						

*Obama Vote Preference* was measured with two questions. When assessing vote preference across a campaign, it is important to combine vote intentions for those respondents who have not cast their ballots yet at the time of the interview and vote behaviors for those respondents who have already voted. Survey participants who had not yet voted were asked, “Thinking about the general election for president in November, 2008, if that election were held today, and the candidates were: John McCain and Sarah Palin, the Republicans, Barack Obama and Joe Biden, the Democrats, Ralph Nader and Matt Gonzalez, the Independent candidates, and Bob Barr and Wayne Allyn Root, the Libertarians, and Cynthia McKinney and Rosa Clemente, the Green Party candidates, for whom would you vote?” A similar question was asked of those who reported that they had already cast their ballots, but their question began with “In the 2008 presidential election who did you vote for?” followed by the same response options provided on the vote intention question. The names of the tickets were randomly rotated. For the analysis, those who reported preferring *Obama* were assigned a value of 1 and those who reported preferring *another candidate* or saying they *did not know* were assigned a value of 0.

Table A7.8.2. Logistic Regression Predicting McCain/Palin Vote Preference from Vice Presidential Candidate Favorability

	September 5 to October 14			October 15 to November 3		
	B Coefficient	Standard Error	Odds Ratio	B Coefficient	Standard Error	Odds Ratio
Intercept	-2.724 ***	.445	.066	-4.381 ***	.632	.013
Female (1=yes, 0=no)	-.141	.096	.869	.108	.136	1.114
Age (in years)	-.008 *	.003	.992	.002	.005	1.002
Black (1=yes, 0=no)	-1.082 ***	.293	.339	-3.375 ***	.717	.034
Hispanic (1=yes, 0=no)	-.298	.213	.742	-.560 #	.294	.571
Education (in years)	-.028	.023	.973	.037	.032	1.038
Household income (in thousands)	.002 *	.001	1.002	.002	.001	1.002
Church attendance (1=never to 5=more than once a week)	.096 *	.038	1.101	.087	.054	1.090
Republican (1=yes, 0=no)	1.368 ***	.115	3.927	1.095 ***	.158	2.990
Democrat (1=yes, 0=no)	-.279 *	.124	.756	-.693 ***	.187	.500
Ideology (1=very liberal to 5=very conservative)	.335 ***	.055	1.397	.384 ***	.078	1.467
Obama favorability rating (0 to 10)	-.455 ***	.026	.634	-.461 ***	.036	.631
McCain favorability rating (0 to 10)	.566 ***	.031	1.762	.543 ***	.042	1.721
Biden favorability rating (0 to 10)	-.129 ***	.027	.879	-.087 *	.039	.917
Palin favorability rating (0 to 10)	.249 ***	.024	1.283	.246 ***	.032	1.279
N		7174			3784	
Cox & Snell R-square		.612			.619	
Nagelkerke R-square		.821			.833	
Percent Correct		92.3			92.3	
# $p < .10$ * $p < .05$ ** $p < .01$ *** $p < .001$						
Data: NAES08 telephone survey.						

*McCain Vote Preference* was measured with two questions. When assessing vote preference across a campaign, it is important to combine vote intentions for those respondents who have not cast their ballots yet at the time of the interview and vote behaviors for those respondents who have already voted. Survey participants who had not yet voted were asked, “Thinking about the general election for president in November, 2008, if that election were held today, and the candidates were: John McCain and Sarah Palin, the Republicans, Barack Obama and Joe Biden, the Democrats, Ralph Nader and Matt Gonzalez, the Independent candidates, and Bob Barr and Wayne Allyn Root, the Libertarians, and Cynthia McKinney and Rosa Clemente, the Green Party candidates, for whom would you vote?” A similar question was asked of those who reported that they had already cast their ballots, but their question began with “In the 2008 presidential election who did you vote for?” followed by the same response options provided on the vote intention question. The names of the tickets were randomly rotated. For the analysis, those who reported preferring *McCain* were assigned a value of 1 and those who reported preferring *another candidate* or saying they *did not know* were assigned a value of 0.

**Appendix 7.9 (see page 174 of *The Obama Victory*)**  
**Predicting Vote Preference from McCain “Too Old” and Palin Not  
“Ready To Be President”**

*When Palin’s competence eroded, doubts about her readiness to assume the presidency hurt the Republican ticket’s chances.\* (p. 174)*

Table A7.9. Logistic Regression Predicting McCain/Palin Vote Preference from McCain “Too Old” and Palin Not “Ready To Be President”

	B Coefficient		Standard Error	Odds Ratio
Intercept	-.741	#	.424	.476
Female (1=yes, 0=no)	.138		.096	1.148
Age (in years)	.005		.003	1.005
Black (1=yes, 0=no)	-3.153	***	.429	.043
Hispanic (1=yes, 0=no)	-.742	***	.200	.476
Education (in years)	.010		.023	1.010
Household income (in thousands)	.003	***	.001	1.003
Republican (1=yes, 0=no)	1.658	***	.115	5.247
Democrat (1=yes, 0=no)	-1.108	***	.127	.330
Ideology (1=very liberal to 5=very conservative)	.682	***	.052	1.977
Number of days saw presidential campaign information on TV news in past week	.007		.023	1.007
Number of days heard about presidential campaign on talk radio in past week	.036	*	.018	1.037
Number of days read presidential campaign information in newspapers in past week	.017		.017	1.017
Number of days saw presidential campaign information on Internet in past week	.017		.017	1.017
Palin <i>not</i> ready to be president (0 to 10)	-.429	***	.020	.651
McCain too old to be president (1=too old, 0=not too old or don't know)	-1.572	***	.122	.208
N			5134	
Cox & Snell R-square			.542	
Nagelkerke R-square			.730	
Percent Correct			87.5	
# <i>p</i> < .10 * <i>p</i> < .05 ** <i>p</i> < .01 *** <i>p</i> < .001				
Data: NAES08 telephone survey. Dates: 10/8/08 to 11/3/08.				

*McCain Too Old* was measured with the question: “Do you feel John McCain is too old to be president, or not?” For the analysis, *yes, McCain is too old* was coded as 1 and *no, McCain is not too old* and *don't know* responses were coded as 0.

*Palin Not Ready To Be President* was measured with the question: “Now I am going to ask you about the candidates for vice-president. On a scale of 0 to 10, where ‘zero’ means it does not apply at all and 10 means it applies extremely well, please tell me how well the phrase ‘ready to be president’ applies to Sarah Palin.” For the analysis, the scale was reverse-coded, so that 0 meant *applies extremely well* and 10 meant *not at all*.