

Appendix to Chapter 11,
entitled
“Absentee and Early Voting in the 2008 Campaign”
from
*The Obama Victory: How Media, Money, and Message
Shaped the 2008 Election*

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**Appendix 11.1 (see page 255 of *The Obama Victory*)
Predicting Firm Vote Preference from Ideology**

**Appendix 11.2 (see page 262 of *The Obama Victory*)
Predicting Voting before Election Day from Receiving E-mails from
the Campaigns**

Appendix 11.1 (see page 255 of *The Obama Victory*) Predicting Firm Vote Preference from Ideology

Ideology was not a significant predictor when other political and demographic variables were taken into account. (p. 255)*

Table A11.1. Logistic Regression Predicting Being Persuadable (1) vs. Not Persuadable (0)

	September 11 to October 15			October 16 to November 3		
	B Coefficient	Standard Error	Odds Ratio	B Coefficient	Standard Error	Odds Ratio
Intercept	.494 #	.292	1.639	.818 #	.437	2.265
Female (1=yes, 0=no)	.132 #	.071	1.141	.066	.107	1.068
Age (in years)	-.005 *	.002	.995	-.012 ***	.003	.989
Black (1=yes, 0=no)	-.984 ***	.172	.374	-.296	.227	.744
Hispanic (1=yes, 0=no)	-.210	.150	.810	-.304	.211	.738
Education (in years)	-.071 ***	.016	.932	-.107 ***	.025	.898
Household income (in thousands)	-.001 #	.001	.999	-.003 *	.001	.997
Battleground state (1=yes, 0=no)	-.012	.071	.988	.061	.107	1.063
Republican (1=yes, 0=no)	-1.237 ***	.097	.290	-.987 ***	.142	.373
Democrat (1=yes, 0=no)	-.910 ***	.084	.402	-.982 ***	.132	.375
Ideology (1=very liberal to 5=very conservative)	.005	.034	1.005	.004	.052	1.004
N		5,829			3,758	
Cox & Snell R-square		.055			.038	
Nagelkerke R-square		.088			.075	
Percent Correct		81.4			88.6	
# $p < .10$ * $p < .05$ ** $p < .01$ *** $p < .001$						
Data: NAES08 telephone survey.						

Persuadability was assessed with a couple items. Individuals were first asked whether or not they had voted. Individuals who reported that they had already voted early were coded as *not persuadable*. If they had not yet voted, they were asked for whom they would vote if the election were held today. Those who said that they *would not vote* or *did not know* were coded as *persuadable*. Those who gave the name of a major party ticket were asked: “Will you definitely vote for (INSERT) for president, or is there a chance you could change your mind and vote for someone else? (IF CHANCE COULD CHANGE MIND, ASK:) Is there a good chance you’ll change your mind or would you say it’s pretty unlikely?” Those who said that they would definitely vote for the candidate named or said that it was pretty unlikely that they would change their minds were coded as *not persuadable*. Those who said that there was a *good chance that they would change their minds* or said that they *did not know* were coded as *persuadable*. Those who were categorized as *persuadable* were assigned a value of 1. Those who were categorized as *not persuadable* were assigned a value of 0.

Appendix 11.2 (see page 262 of *The Obama Victory*) Predicting Voting before Election Day from Receiving E-mails from the Campaigns

Obama's Internet outreach appears to have encouraged voting before Election Day. Receiving an e-mail from the Obama campaign increased the odds of voting before Election Day 50 percent. (p. 262)*

Table A11.2. Logistic Regression Predicting Voted Early (1) vs. Voted on Election Day (0)

	<i>Model 1</i>			<i>Model 2</i>		
	B Coefficient	Standard Error	Odds Ratio	B Coefficient	Standard Error	Odds Ratio
Intercept	-2.854 ***	.371	.058	-2.880 ***	.372	.056
Female (1=yes, 0=no)	.151 #	.079	1.163	.157 *	.079	1.170
Age (in years)	.024 ***	.003	1.024	.024 ***	.003	1.025
Black (1=yes, 0=no)	.158	.156	1.171	.096	.157	1.101
Hispanic (1=yes, 0=no)	.526 **	.194	1.692	.525 **	.194	1.690
Education (in years)	.055 **	.019	1.056	.047 *	.019	1.048
Household income (in thousands)	-.001	.001	.999	-.001	.001	.999
Battleground state (1=yes, 0=no)	-.101	.079	.904	-.124	.079	.884
Republican (1=yes, 0=no)	.149	.105	1.161	.185 #	.106	1.203
Democrat (1=yes, 0=no)	.170 #	.097	1.185	.124	.099	1.131
Ideology (1=very liberal to 5=very conservative)	-.023	.040	.977	-.003	.041	.997
Received e-mail from Obama campaign (1=yes, 0=no)				.406 ***	.103	1.501
Received e-mail from McCain campaign (1=yes, 0=no)				-.050	.110	.951
N		3,111			3,111	
Cox & Snell R-square		.031			.036	
Nagelkerke R-square		.043			.050	
Percent Correct		66.3			66.5	
# $p < .10$ * $p < .05$ ** $p < .01$ *** $p < .001$						
Data: NAES08 postelection telephone survey.						

Voted Early was measured with the question: “Some states allow individuals to vote before Election Day, that is vote early at a polling station or by filling out an absentee ballot. How about you? Did you vote early in the November election or did you vote on Election Day?” For the analysis, *voted early* was coded as 1 and *voted on Election Day* was as 0.

Received E-mail from Obama Campaign and *Received E-mail from McCain Campaign* were measured with the question: “During the presidential general election campaign, did you receive e-mail from either the Obama or McCain campaigns? (IF YES:) Which campaign?” For *Received E-mail from Obama Campaign*, those who said they received e-mail from *Obama* or *both* were coded as 1. Those who said they received e-mail from *McCain*, *no*, or *don't know* were coded as 0. For *Received E-mail from McCain Campaign*, those who said they received e-mail from *McCain* or *both* were coded as 1. Those who said they received e-mail from *Obama*, *no*, or *don't know* were coded as 0.