

Appendix to Chapter 2,
entitled
“McSame versus the Tax-and-Spend Liberal”
from
*The Obama Victory: How Media, Money, and Message
Shaped the 2008 Election*

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**Appendix 2.1 (see page 48 of *The Obama Victory*)
Perceptions of Obama as Liberal**

Appendix 2.1 (see page 48 of *The Obama Victory*) Perceptions of Obama as Liberal

We also know that most forms of news exposure increased the likelihood that our respondents would report that the Democratic nominee belonged on that end of the ideological spectrum.^{95} (p. 48)*

Table A2.1. OLS Regression Predicting Perceptions of Obama as Liberal

	B Coefficient		Standard Error	Beta
Intercept	2.259	***	.077	
Female (1=yes, 0=no)	-.103	***	.018	-.048
Age (in years)	.005	***	.001	.071
Black (1=yes, 0=no)	-.405	***	.034	-.102
Hispanic (1=yes, 0=no)	-.256	***	.037	-.057
Education (in years)	.071	***	.004	.159
Household income (in thousands)	.001	***	.000	.054
Republican (1=yes, 0=no)	.445	***	.023	.188
Democrat (1=yes, 0=no)	-.230	***	.022	-.103
Ideology (1=very liberal to 5=very conservative)	.062	***	.009	.068
Number of days saw presidential campaign information on TV news in past week	.009	*	.004	.017
Number of days heard about presidential campaign on talk radio in past week	.023	***	.003	.060
Number of days saw presidential campaign information in newspapers in past week	-.004		.003	-.012
Number of days saw presidential campaign information on Internet in past week	.020	***	.003	.058
N			12,464	
R-Square			.186	
# p < .10 * p < .05 ** p < .01 *** p < .001				
Data: NAES08 telephone survey. Dates: 9/1/08 to 11/03/08.				

Obama as Liberal was measured with the question: “Which of the following best describes the views of Barack Obama: very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal?” The order to the ideology spectrum was rotated randomly. For the above analysis, *very conservative* was coded as 1 and *very liberal* was coded as 5.