

Appendix to Chapter 3,  
entitled  
“McCain: Out of Touch/Too Old”  
from  
*The Obama Victory: How Media, Money, and Message  
Shaped the 2008 Election*

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**Appendix 3.1 (see page 64 of *The Obama Victory*)  
Predicting the Belief that McCain Was “Too Old To Be President” from  
the Trait “Erratic”**

**Appendix 3.2 (see page 69 of *The Obama Victory*)  
Predicting the Belief that McCain Was “Too Old To Be President” from  
Age**

**Appendix 3.3 (see page 69 of *The Obama Victory*)  
Predicting the Trait “Shares My Values” from the Belief that McCain  
Was “Too Old To Be President”**

**Appendix 3.1 (see page 64 of *The Obama Victory*)**  
**Predicting the Belief that McCain Was “Too Old To Be President” from**  
**the Trait “Erratic”**

*The political advantage gained by making erratic a synonym for McCain is evident in our finding that the more survey respondents thought the term applied to the Arizonan, the more likely they were to report that he was “too old to be president”, a finding that holds in the presence of controls.\* (p. 64)*

Table A3.1. Logistic Regression Predicting the Belief that McCain Was “Too Old To Be President” from the Trait “Erratic”

	<b>B</b> <b>Coefficient</b>		<b>Standard</b> <b>Error</b>	<b>Odds Ratio</b>
<b>Intercept</b>	.456		.611	1.579
<b>Female (1=yes, 0=no)</b>	.316 *		.137	1.372
<b>Age (in years)</b>	.002		.005	1.002
<b>Black (1=yes, 0=no)</b>	.567 *		.238	1.763
<b>Hispanic (1=yes, 0=no)</b>	-.020		.273	.980
<b>Education (in years)</b>	-.086 **		.032	.918
<b>Household income (in thousands)</b>	.001		.001	1.001
<b>Republican (1=yes, 0=no)</b>	-1.053 ***		.218	.349
<b>Democrat (1=yes, 0=no)</b>	.438 **		.150	1.550
<b>Ideology (1=very liberal to 5=very conservative)</b>	-.364 ***		.068	.695
<b>Number of days saw presidential campaign information on TV news in past week</b>	.014		.035	1.014
<b>Number of days heard about presidential campaign on talk radio in past week</b>	-.010		.024	.990
<b>Number of days saw presidential campaign information in newspapers in past week</b>	.025		.023	1.025
<b>Number of days saw presidential campaign information on Internet in past week</b>	.026		.023	1.027
<b>John McCain is erratic (0=does not apply at all to 10=extremely well)</b>	.105 ***		.023	1.111
<b>N</b>			1,258	
<b>Cox &amp; Snell R-square</b>			.175	
<b>Nagelkerke R-square</b>			.245	
<b>Percent Correct</b>			70.9	
# p < .10 * p < .05 ** p < .01 *** p < .001				
Data: NAES08 telephone survey. Dates: 10/22/08 to 11/03/08.				

*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.

*McCain Is Erratic* was measured with the question: “I am going to read you some phrases. For each one, please tell me how well that phrase applies to the following candidates. Please use a scale from 0 to 10, where ‘zero’ means it does not apply at all and 10 means it applies extremely well. Of course you can use any number in between. The first candidate is John McCain. How well does the phrase ‘erratic’ apply to John McCain?”

**Appendix 3.2 (see page 69 of *The Obama Victory*)**  
**Predicting the Belief that McCain Was “Too Old To Be President” from Age**

*As our data indicate, in the presence of controls older respondents are significantly more likely than younger ones to see McCain as “too old to be president.”\* (p. 69)*

Table A3.2. Logistic Regression Predicting the Belief that McCain was “Too Old To Be President” from Age

	<b>B Coefficient</b>		<b>Standard Error</b>	<b>Odds Ratio</b>
<b>Intercept</b>	-.388 ***		.112	.679
<b>Female (1=yes, 0=no)</b>	.258 ***		.027	1.295
<b>Age (in years)</b>	.005 ***		.001	1.005
<b>Black (1=yes, 0=no)</b>	.668 ***		.044	1.951
<b>Hispanic (1=yes, 0=no)</b>	.288 ***		.052	1.333
<b>Education (in years)</b>	-.046 ***		.006	.955
<b>Household income (in thousands)</b>	.000		.000	1.000
<b>Republican (1=yes, 0=no)</b>	-.855 ***		.040	.425
<b>Democrat (1=yes, 0=no)</b>	.574 ***		.030	1.775
<b>Ideology (1=very liberal to 5=very conservative)</b>	-.231 ***		.013	.794
<b>Number of days saw presidential campaign information on TV news in past week</b>	.031 ***		.006	1.031
<b>Number of days heard about presidential campaign on talk radio in past week</b>	-.008		.005	.992
<b>Number of days saw presidential campaign information in newspapers in past week</b>	.019 ***		.005	1.019
<b>Number of days saw presidential campaign information on Internet in past week</b>	.034 ***		.005	1.035
<b>N</b>			33,082	
<b>Cox &amp; Snell R-square</b>			.110	
<b>Nagelkerke R-square</b>			.158	
<b>Percent Correct</b>			72.3	
<b># p &lt; .10 * p &lt; .05 ** p &lt; .01 *** p &lt; .001</b>				
<b>Data: NAES08 telephone survey. Dates: 3/04/08 to 11/03/08.</b>				

**Appendix 3.3 (see page 69 of *The Obama Victory*)**  
**Predicting the Trait “Shares My Values” from the Belief that McCain**  
**Was “Too Old To Be President”**

*In the 2008 NAES data, those who believed that McCain was “too old to be president” were significantly less likely to believe that the Arizonan “shared their values.”<sup>76\*</sup> (p. 69)*

Table A3.3. OLS Regression Predicting the Trait “Shares My Values” from the Belief that McCain was “Too Old To Be President”

	B Coefficient		Standard Error	Beta
<b>Intercept</b>	3.377	***	.125	
<b>Female (1=yes, 0=no)</b>	.035		.029	.006
<b>Age (in years)</b>	.012	***	.001	.065
<b>Black (1=yes, 0=no)</b>	-.820	***	.055	-.076
<b>Hispanic (1=yes, 0=no)</b>	.470	***	.062	.038
<b>Education (in years)</b>	-.020	**	.007	-.016
<b>Household income (in thousands)</b>	.001	***	.000	.028
<b>Republican (1=yes, 0=no)</b>	1.315	***	.038	.205
<b>Democrat (1=yes, 0=no)</b>	-1.136	***	.036	-.187
<b>Ideology (1=very liberal to 5=very conservative)</b>	.490	***	.014	.193
<b>Number of days saw presidential campaign information on TV news in past week</b>	.040	***	.006	.032
<b>Number of days heard about presidential campaign on talk radio in past week</b>	-.008		.006	-.008
<b>Number of days saw presidential campaign information in newspapers in past week</b>	.008		.005	.008
<b>Number of days saw presidential campaign information on Internet in past week</b>	-.022	***	.005	-.023
<b>McCain is too old (1=too old, 0=not too old/don't know)</b>	-1.493	***	.033	-.234
<b>N</b>			26,590	
<b>R-Square</b>			.373	
# p < .10 * p < .05 ** p < .01 *** p < .001				
Data: NAES08 telephone survey. Dates: 4/17/08 to 11/03/08.				

*McCain Shares My Values* was measured with the question: “I am going to read you some phrases. For each one, please tell me how well that phrase applies to the following candidates. Please use a scale from 0 to 10, where ‘zero’ means it does not apply at all and 10 means it applies extremely well. Of course you can use any number in between. The first candidate is John McCain. How well does the phrase ‘shares my values’ apply to John McCain?”