

Appendix to Chapter 5,
entitled
“Period One: McCain Gains Energy (June 7—August 22)”
from
*The Obama Victory: How Media, Money, and Message
Shaped the 2008 Election*

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**Appendix 5.1 (see page 112 of *The Obama Victory*)
Attitudes toward Suspending the Federal Gas Tax**

**Appendix 5.2 (see page 116 of *The Obama Victory*)
Attitudes toward Lifting the Federal Ban on Offshore Drilling**

**Appendix 5.3 (see page 119 of *The Obama Victory*)
Perceived Differences between McCain and Bush by Offshore Drilling**

**Appendix 5.4 (see page 120 of *The Obama Victory*)
Predicting McCain Favorability by Offshore Drilling and Watching
Saddleback Forum**

Appendix 5.1 (see page 112 of *The Obama Victory*) Attitudes toward Suspending the Federal Gas Tax

Consistent with past scholarship, NAES data on the summer gas-tax holiday suggest that the public accepted elite economic opinion and with it the Obama view of the gas tax holiday.^{15} (p. 112)*

Table A5.1. Would You Say that Suspending the Federal Gas Tax Is a Good Idea or a Bad Idea?

	Percent
Good idea	38.7%
Bad idea	49.5%
Don't know	11.1%
Refused	0.6%
Total	100.0%
N	4,357
Data: NAES08 telephone survey (whites only). Dates: 5/23/08 to 7/31/08.	

Appendix 5.2 (see page 116 of *The Obama Victory*) Attitudes toward Lifting the Federal Ban on Offshore Drilling

In the NAES, 66.1 percent of respondents favored the lift on the federal ban. (p. 116)*

Table A5.2. Do You [Favor/Oppose] Lifting the Federal Ban on Oil Drilling in Waters Off the Coast of the United States?

	Percent
Strongly favor	47.3%
Somewhat favor	18.8%
Neither favor nor oppose (VOL)	2.0%
Somewhat oppose	9.7%
Strongly oppose	17.0%
Don't know	4.7%
Refused	0.5%
Total	100.0%
N	15,070
Data: NAES08 telephone survey (weighted).	
Dates: 6/24/08 to 9/23/08.	

Favor Lifting Ban on Offshore Drilling was measured with the question: “Do you (ROTATE: favor/oppose) lifting the federal ban on oil drilling in waters off the coast of the United States? (IF FAVOR, READ:) Would you strongly favor or somewhat favor this? (IF OPPOSE, READ:) Would you strongly oppose or somewhat oppose this?”

Appendix 5.3 (see page 119 of *The Obama Victory*)

Perceived Differences between McCain and Bush by Offshore Drilling

... despite the fact that Bush and McCain were on the same page on drilling, those who supported lifting the ban were more likely to perceive differences between McCain and Bush, even when controlling for a host of factors.* (p. 119)

Table A5.3. Logistic Regression Predicting the Belief that “Senator McCain Will Have Major Differences with George W. Bush in a Number of Areas” by Offshore Drilling

	B Coefficient		Standard Error	Odds Ratio
Intercept	-3.391	***	.317	.034
Female (1=yes, 0=no)	-.120	#	.071	.887
Age (in years)	.005	#	.002	1.005
Black (1=yes, 0=no)	-1.142	***	.156	.319
Hispanic (1=yes, 0=no)	-.136		.151	.873
Education (in years)	.099	***	.017	1.105
Household income (in thousands)	.002	*	.001	1.002
Republican (1=yes, 0=no)	.762	***	.091	2.142
Democrat (1=yes, 0=no)	-.672	***	.084	.511
Ideology (1=very liberal to 5=very conservative)	.338	***	.037	1.402
Favor lifting drilling ban (1=strongly oppose to 5=strongly favor)	.187	***	.024	1.206
N			4,243	
Cox & Snell R-square			.212	
Nagelkerke R-square			.283	
Percent Correct			71.3	
# p < .10 * p < .05 ** p < .01 *** p < .001				
Data: NAES08 telephone survey. Dates: 8/1/08 to 8/24/08.				

Perceived Differences Between McCain and Bush was measured with the question: “Which of the following two statements come closer to your view: electing Sen. John McCain for President would be like electing George W. Bush for a third term, or Sen. McCain will have major differences with George W. Bush in a number of areas.” Responses that said both or neither were also recorded. For the analysis, those who said that “*Sen. McCain will have major differences with George W. Bush in a number of areas*” were assigned a value of 1, and those who said that “*electing Sen. John McCain for President would be like electing George W. Bush for a third term,*” *both, neither, or don’t know* were assigned a value of 0.

Appendix 5.4 (see page 120 of *The Obama Victory*) Predicting McCain Favorability by Offshore Drilling and Watching Saddleback Form

*In other words, those who were in favor of offshore drilling and watched Saddleback were more likely to think highly of McCain than were those who did not watch the forum or did not favor lifting the moratorium. * (p. 120)*

Table A5.4. OLS Regression Predicting McCain Favorability by Offshore Drilling and Watching Saddleback Forum

	Model 1			Model 2		
	B Coefficient	Standard Error	Beta	B Coefficient	Standard Error	Beta
Intercept	3.089 ***	.658		3.254 ***	.660	
Female (1=yes, 0=no)	-.128	.150	-.025	-.118	.149	-.023
Age (in years)	.007	.005	.044	.008	.005	.046
Black (1=yes, 0=no)	-1.152 ***	.280	-.120	-1.155 ***	.280	-.121
Hispanic (1=yes, 0=no)	.366	.310	.034	.363	.309	.034
Education (in years)	-.010	.035	-.010	-.008	.035	-.008
Household income (in thousands)	.002	.001	.048	.002	.001	.051
Republican (1=yes, 0=no)	1.069 ***	.187	.191	1.058 ***	.186	.189
Democrat (1=yes, 0=no)	-.670 ***	.189	-.120	-.660 ***	.189	-.118
Ideology (1=very liberal to 5=very conservative)	.441 ***	.077	.193	.438 ***	.077	.192
Favor lifting drilling ban (1=strongly oppose to 5=strongly favor)	.185 ***	.051	.110	.127 *	.057	.076
Watched Saddleback (1=yes, 0=no)	.297 #	.174	.048	-.684	.460	-.111
Watched Saddleback × Favor lifting drilling ban				.253 *	.110	.176
N		961			961	
R-Square		.265			.269	
# p < .10 * p < .05 ** p < .01 *** p < .001						
Data: NAES08 telephone survey. Dates: 8/18/08 to 8/22/08.						

McCain Favorability was 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 McCain, “John McCain” was inserted in the question.

Watched Saddleback was measured with the question: “Did you happen to watch the question and answer session conducted by Reverend Rick Warren with John McCain and Barack Obama that took place (this past weekend) (last week), or not?” Those who said that they *watched the forum* were assigned a value of 1, and those who said that they *did not watch it* were assigned a value of 0.