Subject Acquisition for Web-Based Surveys: Appendix Materials

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Table A1: Telephone Experiment Results

1. Do you use the Internet either at home or at any other location?
    - Yes: 978 (65.20%)
    - No: 522 (34.80%)
2. If yes to question 1: Which of the following best describes how often you use the Internet?
    - Every day: 563 (57.57%)
    - Not every day, but at least once a week: 314 (32.11%)
    - Not every week, but at least once a month: 101 (10.33%)
3. If yes to question 1: A current Internet banner ad consists of a bright yellow banner that alternately flashes the messages "Internet Surveys of American Opinion" and "survey.caltech.edu Click here! Say Your Piece! Win Free Stuff!". Which of the following best describes your chances of clicking on this banner ad to find out more?
    - 100 percent: 22 (2.25%)
    - 75 percent: 67 (6.85%)
    - 50 percent: 136 (13.91%)
    - 25 percent: 223 (22.80%)
    - zero percent: 530 (54.12%)
4. If yes to question 1 and 25 through 100 percent on question 3: If you click on the banner ad described in the previous question you will find a short description of a survey research project at the California Institute of Technology. Participation in the project involves responding to periodic short Internet surveys. Each survey consists of questions on political participation (e.g., did you vote in the presidential election?) or your views on current issues (e.g., do you think President Bush is doing a good job so far?). Almost all questions require point and click responses. In addition, you have a chance to win $50 worth of books. Which of the following best describes your chances of signing up to participate in this project?
    - 100 percent: 38 (8.48%)
    - 75 percent: 61 (13.62%)
    - 50 percent: 108 (24.11%)
    - 25 percent: 111 (24.78%)
    - zero percent: 130 (29.02%)
5. If yes to question 1, 25 through 100 percent on question 3, and 25 to 100 percent on question 4: Would you be willing to give us your email address to participate in this project?
    - Yes: 127 (39.94%)
    - No: 191 (60.06%)

Table A2: Comparison Across Recruitment Methodologies — Demographic Variables

ISAO Variable	Banner Recruits	Other Recruits	Subscription Recruits	Subscription Recruits Converted
Gender				
Male	51.94	40.47	23.16	19.16
Female	48.06	59.53	76.84	80.84
Age				
18 to 29	27.24	33.94	26.73	17.32
30 to 39	19.38	21.67	23.98	20.53
40 to 49	22.76	20.23	25.06	29.77
50 to 59	17.47	14.49	17.30	19.75
60 to 69	8.36	6.92	5.19	9.05
Over 69	4.79	2.74	1.75	3.60
Race				
White	77.52	85.90	85.72	89.01
Non-white	22.48	14.10	14.28	10.99
Education				
No High School	3.88	2.09	7.63	4.67
High School Grad.	19.00	12.14	33.03	30.64
Some College – Voc.	36.88	34.20	38.82	38.81
College Graduate	23.42	27.68	15.06	18.39
Graduate / Prof.	16.81	23.89	5.46	7.49
Marriage				
Married w / spouse	51.35	48.69	46.66	51.56
Other	48.65	51.31	53.34	48.44
Region				
North East	16.44	17.49	16.98	18.00
Midwest	17.85	21.28	25.08	24.81
South	44.21	27.42	37.17	34.73
West	21.51	33.81	20.77	22.47
Kids				
None	38.17	45.43	30.93	30.64
One	14.03	14.62	16.70	16.44
Two	21.95	20.37	23.47	24.42
Three or More	25.86	19.58	28.90	28.50

This data is from unique registrants received before 10 a.m. Nov. 1, 2001. Only respondents over 18 are included in this analysis.

Table A3: Comparison Across Recruitment Methods — Political Opinion Questions

ISAO Variable	Banner Recruits	Other Recruits	Subscription Recruits
Approve of George Bush			
Approve	42.75	38.26	36.96
Disapprove	46.74	54.78	39.77
Don't Know	10.51	6.96	23.26
Total Sample Size	*276*	*115*	*533*
Approve of Congress			
Approve	34.52	34.08	26.78
Disapprove	45.56	48.04	42.76
Don't Know	19.92	17.88	30.46
Total Sample Size	*507*	*179*	*1277*
Approve of Supreme Court			
Approve	44.66	40.68	35.28
Disapprove	37.55	41.24	34.80
Don't Know	17.79	18.08	29.92
Total Sample Size	*506*	*177*	*1270*
Identify Political Offices			
Identify 0 of 4 politician's positions	1.98	2.82	16.22
Identify 1 of 4 politician's positions	2.17	1.69	16.22
Identify 2 of 4 politician's positions	17.98	12.43	31.35
Identify 3 of 4 politician's positions	3.75	6.21	4.55
Identify 4 of 4 politician's positions	74.11	76.84	34.95
Total Sample Size	*506*	*177*	*1276*

This analysis considers only Mar. 2001 survey respondents who are over 18.

Table A4a: Predictive Validity Test
Banner v. Subscription Recruits
Bush Approval MNL (Large Model)

	Coef.	Std. Err.	z	P-Value
Approve				
gender	-.2754268	.2929701	-0.940	0.347
age	.0850914	.1023851	0.831	0.406
education	-.2020896	.1272911	-1.588	0.112
white	.2543947	.4028039	0.632	0.528
married	.7963932	.2597325	3.066	0.002
n_east	.2891643	.4096692	0.706	0.480
midwest	.8297356	.3643856	2.277	0.023
south	1.032038	.3448525	2.993	0.003
democrat	-.5874504	.2845446	-2.065	0.039
republican	2.192682	.4069697	5.388	0.000
protestant	.0071883	.3025578	0.024	0.981
catholic	.3075226	.3659715	0.840	0.401
jewish	-1.225534	1.159886	-1.057	0.291
retro.pocketbook	.18188	.1396372	1.303	0.193
prosp.pocketbook	1.054755	.1584267	6.658	0.000
political.informedness	-.520054	.4050012	-1.284	0.199
gender*bvs	.0904951	.4591008	0.197	0.844
age*bvs	.2405998	.1537751	1.565	0.118
education*bvs	.2059882	.2093687	0.984	0.325
white*bvs	-.7144492	.6324983	-1.130	0.259
married*bvs	.0951379	.4521546	0.210	0.833
n_east*bvs	.1036395	.692847	0.150	0.881
midwest*bvs	-.5394518	.6279881	-0.859	0.390
south*bvs	.0144039	.567845	0.025	0.980
dem*bvs	-1.643928	.5594315	-2.939	0.003
republican*bvs	-.4013538	.6274854	-0.640	0.522
protestant*bvs	.1643354	.5556251	0.296	0.767
catholic*bvs	.3841976	.6072921	0.633	0.527
jewish*bvs	1.873766	1.523497	1.230	0.219
retro.pocketbook*bvs	.1021703	.2574083	0.397	0.691
prosp.pocketbook*bvs	-.2864104	.2623341	-1.092	0.275
political.informedness*bvs	-.1570085	.81946	-0.192	0.848
constant	-3.477598	.6744338	-5.156	0.000

Table A4a (Cont.)

	Coef.	Std. Err.	z	P-Value
Don't Know				
gender	.0668668	.3051645	0.219	0.827
age	.080717	.103705	0.778	0.436
education	-.108774	.1284131	-0.847	0.397
white	.1100255	.3711808	0.296	0.767
married	.1249913	.2592629	0.482	0.630
n_east	-.4038838	.4095716	-0.986	0.324
midwest	.3736874	.3446246	1.084	0.278
south	.3447679	.3351623	1.029	0.304
democrat	-.155166	.2703451	-0.574	0.566
republican	.5940816	.4858135	1.223	0.221
prot	-.305009	.3173022	-0.961	0.336
catholic	.3644396	.3643445	1.000	0.317
jewish	-.2533705	.8740091	-0.290	0.772
retro.pocketbook	-.1253897	.1412083	-0.888	0.375
prosp.pocketbook	.5922376	.152961	3.872	0.000
political.informedness	-1.297851	.3957929	-3.279	0.001
gender*bvs	.5578862	.5487982	1.017	0.309
age*bvs	-.0073393	.1791149	-0.041	0.967
education*bvs	.1426422	.2401888	0.594	0.553
white*bvs	-.5962093	.6875654	-0.867	0.386
married*bvs	-.6335149	.5609422	-1.129	0.259
n_est*bvs	1.210661	.8265818	1.465	0.143
midwest*bvs	.615396	.7213414	0.853	0.394
south*bvs	.3544707	.7150944	0.496	0.620
democrat*bvs	-1.038028	.5959446	-1.742	0.082
republican*bvs	-.5491059	.8876851	-0.619	0.536
protestant*bvs	1.06798	.6502042	1.643	0.100
catholic*bvs	-.304864	.7612509	-0.400	0.689
jewish*bvs	.8712102	1.517621	0.574	0.566
retro.pocketbook*bvs	.095075	.3025134	0.314	0.753
prosp.pocketbook*bvs	-.5814239	.3007968	-1.933	0.053
political.infomedness*bvs	.2558731	.8713237	0.294	0.769
constant	-1.119982	.6800442	-1.647	0.100
Number of obs	806			
LR chi2(64)	406.77			
Prob¿chi2	0.0000			
Pseudo R2	0.2410			
Outcome "Disapprove" is the comparison group				

Table A4b: Predictive Validity Test
Banner v. Subscription Recruits
Bush Approval MNL (Nested Model)

	Coef.	Std. Err.	z	P-Value
Approve				
gender	-.2822189	.2201601	-1.282	0.200
age	.1580606	.0813002	1.944	0.052
education	-.1616705	.0992533	-1.629	0.103
white	-.0859356	.3092649	-0.278	0.781
married	.8545919	.2070629	4.127	0.000
n_east	.2129986	.3245944	0.656	0.512
midwest	.6455188	.2953972	2.185	0.029
south	.9547915	.2714875	3.517	0.000
democrat	-1.071788	.2324331	-4.611	0.000
republican	2.062554	.3010419	6.851	0.000
protestant	.0294513	.2464111	0.120	0.905
catholic	.4079244	.2827473	1.443	0.149
jewish	-.5005273	.7109811	-0.704	0.481
retro.econ	.1638956	.1142696	1.434	0.151
prosp.econ	.957356	.1320656	7.249	0.000
political.informedness	-.6087541	.3327248	-1.830	0.067
constant	-3.071463	.6313533	-4.865	0.000
Don't know				
gender	.2361688	.2527617	0.934	0.350
age	.0789468	.0876204	0.901	0.350
education	-.1082933	.1060141	-1.021	0.307
white	-.0687526	.3087656	-0.223	0.824
married	.0287685	.221032	0.130	0.896
n_east	-.1912982	.3496504	-0.547	0.584
midwest	.4734773	.2990151	1.583	0.113
south	.3603322	.289218	1.246	0.213
democrat	-.3844737	.2294083	-1.676	0.094
republican	.5110366	.3882443	1.316	0.188
protestan	-.1090882	.2695956	-0.405	0.686
catholic	.2889997	.302458	0.956	0.339
jewish	-.0918843	.6934389	-0.133	0.895
retro.pocketbook	-.1472701	.1218216	-1.209	0.227
prosp.pocketbook	.4735656	.132472	3.575	0.000
political.informedness	-1.408777	.3342908	-4.214	0.000
constant	-.8623277	.6420261	-1.343	0.179
Number of obs	806			
LR chi2(32)	373.43			
Prob ¿ chi2	0.0000			
Log likelihood	-657.04582			
Pseudo R2	0.2213			
Outcome "Disapprove" is the comparison group				

Table A5a: Predictive Validity Test
Banner v. Subscription Recruits
Congress Approval MNL (Large Model)

	Coef.	Std. Err.	z	P-Value
Approve				
gender	.0652275	.1665496	0.392	0.695
age	-.0633787	.0586423	-1.081	0.280
education	-.0626771	.0770238	-0.814	0.416
white	-.2668469	.2195413	-1.215	0.224
married	.0315413	.1518623	0.208	0.835
n_east	.1171855	.2374628	0.493	0.622
midwest	.4121753	.2111358	1.952	0.051
south	.3221837	.2006598	1.606	0.108
democrat	.1216969	.1738499	0.700	0.484
republican	1.208365	.2000274	6.041	0.000
protestant	.196909	.1797722	1.095	0.273
catholic	.148638	.211859	0.702	0.483
jewish	.2892218	.5336918	0.542	0.588
retro.pocketbook	.3440187	.0862226	3.990	0.000
prosp.pocketbook	.3087796	.0860221	3.590	0.000
political.informedness	-.1995054	.2332901	-0.855	0.392
gender*bvs	.140504	.2762774	0.509	0.611
age*bvs	.1344541	.0938846	1.432	0.152
education*bvs	.023018	.1326723	0.173	0.862
white*bvs	.4139345	.3697436	1.120	0.263
married*bvs	-.1107252	.2820542	-0.393	0.695
n_est*bvs	.4557444	.412216	1.106	0.269
midwest*bvs	-.1510304	.3885353	-0.389	0.697
south*bvs	-.0115215	.345267	-0.033	0.973
democrat*bvs	-1.059371	.33816	-3.133	0.002
republican*bvs	-.3664898	.3415359	-1.073	0.283
protestant*bvs	.2523352	.3271676	0.771	0.441
catholic*bvs	.164044	.3804947	0.431	0.666
jewish*bvs	.264067	.7968247	0.331	0.740
retro.pocketbook*bvs	-.1686662	.1529295	-1.103	0.270
prosp.pocketbook*bvs	-.0002774	.1501013	-0.002	0.999
political.informedness*bvs	-.2244099	.5187645	-0.433	0.665
constant	-1.757408	.3928258	-4.474	0.000

Table A5a (Cont.)

	Coef.	Std. Err.	z	P-Value
Don't Know				
gender	.7288788	.1873659	3.890	0.000
age	-.2213676	.0606729	-3.649	0.000
education	-.1433871	.0759916	-1.887	0.059
white	.0998395	.2258513	0.442	0.658
married	.0572822	.1463971	0.391	0.696
n_east	.0590922	.2335235	0.253	0.800
midwest	.2998168	.2067345	1.450	0.147
south	.4403981	.195899	2.248	0.025
democrat	-.0275668	.1613197	-0.171	0.864
republican	.4139954	.2144567	1.930	0.054
protestant	-.0499365	.1836102	-0.272	0.786
catholic	.0713761	.2033586	0.351	0.726
jewish	.6422357	.5218893	1.231	0.218
retro.pocketbook	.1670997	.0827396	2.020	0.043
prosp.pocketbook	.1050911	.0822039	1.278	0.201
political.informedness	-1.188075	.2209999	-5.376	0.000
gender*bvs	.3780719	.3263971	1.158	0.247
age*bvs	.1313987	.105579	1.245	0.213
education*bvs	-.0762459	.1484706	-0.514	0.60
8 white*bvs	.1517364	.4172828	0.364	0.716
married*bvs	-.8302176	.319892	-2.595	0.009
n_est*bvs	.0381799	.4972132	0.077	0.939
midwest*bvs	.2317911	.4284712	0.541	0.589
south*bvs	-.042401	.3953547	-0.107	0.915
democrat*bvs	-.6614956	.3554961	-1.861	0.063
republican*bvs	-.3658341	.4153892	-0.881	0.378
protestant*bvs	.9476142	.3747649	2.529	0.011
catholic*bvs	.7749298	.4223289	1.835	0.067
jewish*bvs	-.205004	1.024277	-0.200	0.841
retro.pocketbook*bvs	-.0226856	.1731798	-0.131	0.896
prosp.pocketbook*bvs	.1413538	.1674632	0.844	0.399
political.informedness*bvs	-.7127778	.5282815	-1.349	0.177
constant	-.168504	.3937738	-0.428	0.669
Number of obs	1772			
LR chi2(64)	399.36			
Prob ¿ chi2	0.0000			
Log likelihood	-1707.1374			
Pseudo R2	0.1047			
Outcome "Disapprove" is the comparison group				

Table A5b: Predictive Validity Test
Banner v. Subscription Recruits
Congress Approval MNL (Nested Model)

	Coef.	Std. Err.	z	P-Value
Approve				
gender	.0581604	.1327331	0.438	0.661
age	-.0195553	.0488369	-0.400	0.689
education	-.0547762	.0625065	-0.876	0.381
white	-.1934387	.1802487	-1.073	0.283
married	.0304108	.1260116	0.241	0.809
n_east	.2075071	.1942681	1.068	0.285
midwest	.3527458	.1779935	1.982	0.048
south	.3040069	.1640002	1.854	0.064
democrat	-.1597548	.1460948	-1.094	0.274
republican	1.134515	.1603567	7.075	0.000
protestant	.261366	.1484634	1.760	0.07
catholic	.2036237	.1745894	1.166	0.243
jewish	.3881429	.3909606	0.993	0.321
retro.pocketbook	.2716279	.0710733	3.822	0.000
prosp.pocketbook	.3026575	.072771	4.159	0.000
political.informedness	-.1803422	.2028388	-0.889	0.374
constant	-1.726444	.3763374	-4.587	0.000
Don't know				
gender	.7952638	.1544499	5.149	0.000
age	-.1849581	.0529108	-3.496	0.000
education	-.1673242	.0649225	-2.577	0.010
white	.079892	.1916631	0.417	0.677
married	-.0939167	.1280702	-0.733	0.463
n_east	.0473681	.206245	0.230	0.818
midwest	.3368334	.1824431	1.846	0.065
south	.4199095	.1703654	2.465	0.014
democrat	-.1613581	.1408345	-1.146	0.252
republican	.3741079	.1808678	2.068	0.039
protestant	.1659015	.1573031	1.055	0.292
catholic	.2471218	.176607	1.399	0.162
jewish	.5182857	.4351384	1.191	0.234
retro.pocketbook	.1418001	.0723828	1.959	0.050
prosp.pocketbook	.1374363	.0730118	1.882	0.060
political.informedness	-1.19251	.1937132	-6.156	0.000
constant	-.2398239	.382274	-0.627	0.530
Number of obs	1772			
LR chi2(32)	362.12			
Prob ¿ chi2	0.0000			
Log likelihood	-1725.7546			
Pseudo R2	0.0950			
Outcome "Disapprove" is the comparison group				

Table A6a: Predictive Validity Test
Banner v. Subscription Recruits
Supreme Court Approval MNL (Large Model)

	Coef.	Std. Err.	z	P-Value
Approve				
gender	-.0487359	.1606455	-0.303	0.762
age	.053576	.056764	0.944	0.345
education	-.0651245	.0738394	-0.882	0.378
white	.3925781	.2198075	1.786	0.074
married	-.005	.1453762	-0.034	0.973
n_east	-.4251317	.2256758	-1.884	0.060
midwest	-.045094	.2015981	-0.224	0.823
south	.030177	.1898704	0.159	0.874
democrat	.0023007	.1609641	0.014	0.989
republican	.8843648	.2044526	4.326	0.000
protestant	-.1759718	.1743962	-1.009	0.313
catholic	.3405111	.2028576	1.679	0.093
jewish	-.2113102	.5261376	-0.402	0.688
retro.pocketbook	.2578459	.082844	3.112	0.002
prosp.pocketbook	.2814211	.0814814	3.454	0.001
political.informedness	-.1829065	.2244983	-0.815	0.415
gender*bvs	.0542481	.2696511	0.201	0.841
age*bvs	-.0804447	.0911961	-0.882	0.378
education*bvs	.0303477	.1269033	0.239	0.811
white*bvs	-.3097787	.3671909	-0.844	0.399
married*bvs	.170136	.2721553	0.625	0.532
n_est*bvs	.868418	.4039382	2.150	0.032
midwest*bvs	.2221241	.3757671	0.591	0.554
south*bvs	.1186937	.3354032	0.354	0.723
democrat*bvs	-.4708411	.3095143	-1.521	0.128
republican*bvs	.1181065	.3578941	0.330	0.741
protestant*bvs	.8340604	.3219314	2.591	0.010
catholic*bvs	.4009922	.3664804	1.094	0.274
jewish*bvs	.3212252	.7842575	0.410	0.682
retro.pocketbook*bvs	-.036934	.1500016	-0.246	0.806
prosp.pocketbook*bvs	.1467005	.1444448	1.016	0.310
political.informedness*bvs	-.2152697	.4930441	-0.437	0.662
constant	-1.419578	.3827329	-3.709	0.000

Table A6a (Cont.)

	Coef.	Std. Err.	z	P-Value
Don't Know				
gender	.5075026	.192279	2.639	0.008
age	-.1470274	.0637837	-2.305	0.021
education	-.1105991	.0798476	-1.385	0.166
white	.0629857	.2264439	0.278	0.781
married	.0072154	.1542275	0.047	0.963
n_east	-.1731774	.2412719	-0.718	0.473
midwest	.0955803	.2171257	0.440	0.660
south	.1625762	.2080444	0.781	0.435
democrat	-.3615371	.1709058	-2.115	0.034
republican	.5536468	.2227792	2.485	0.013
protestant	-.0506524	.1895567	-0.267	0.789
catholic	.1111553	.2221839	0.500	0.617
jewish	.6150637	.5324707	1.155	0.248
retro.pocketbook	.0735684	.0870426	0.845	0.398
prosp.pocketbook	.0727918	.0858915	0.847	0.397
political.informedness	-1.586142	.2357917	-6.727	0.000
gender*bvs	.2332122	.3421672	0.682	0.496
age*bvs	-.2410732	.1159941	-2.078	0.038
education*bvs	-.1545302	.1557048	-0.992	0.321
white*bvs	-.1682288	.4281797	-0.393	0.694
married*bvs	.0813247	.3367824	0.241	0.809
n_est*bvs	.3946401	.5098844	0.774	0.439
midwest*bvs	.2535425	.457016	0.555	0.579
south*bvs	-.0177012	.4206708	-0.042	0.966
democrat*bvs	-.1120789	.3816539	-0.294	0.769
republican*bvs	.2282909	.4385325	0.521	0.603
protestant*bvs	.902705	.3896401	2.317	0.021
catholic*bvs	.3543922	.4736654	0.748	0.454
jewish*bvs	-.4070677	1.013555	-0.402	0.688
retro.pocketbook*bvs	.1903149	.1855822	1.026	0.305
prosp.pocketbook*bvs	.0602119	.1766002	0.341	0.733
political.informedness*bvs	.2943024	.5507614	0.534	0.593
constant	.6547795	.4101255	1.597	0.110
Number of obs	1764			
LR chi2(64)	379.06			
Prob ¿ chi2	0.0000			
Log likelihood	-1729.0572			
Pseudo R2	0.0988			
Outcome "Disapprove" is the comparison group				

Table A6b: Predictive Validity Test
Banner v. Subscription Recruits
Court Approval MNL (Nested Model)

	Coed.	Sty. Err.	z	P-Value
Approve				
gender	-.0696214	.1287358	-0.541	0.589
age	.0256989	.0474659	0.541	0.588
education	-.0518973	.0601521	-0.863	0.388
white	.2576125	.1783195	1.445	0.149
married	.0621222	.1212949	0.512	0.609
n_east	-.1915148	.1867909	-1.025	0.305
midwest	.0163927	.1710026	0.096	0.924
south	.0547235	.156677	0.349	0.727
democratocrat	-.1238734	.1351346	-0.917	0.359
republican	.9500728	.1657071	5.733	0.000
protestant	.067341	.1446432	0.466	0.642
catholic	.4520432	.1675278	2.698	0.007
jewish	-.1521715	.3884062	-0.392	0.695
retro.pocketbook	.2231421	.0688316	3.242	0.001
prosp.pocketbook	.3219456	.0695256	4.631	0.000
political informedness	-.1806907	.1960799	-0.922	0.357
constant	-1.351625	.3670542	-3.682	0.000
Don't know				
gender	.5701853	.1601802	3.560	0.000
age	-.2099834	.0562781	-3.731	0.000
education	-.1502868	.0683975	-2.197	0.028
white	.0065925	.1933164	0.034	0.973
married	.0275593	.1353819	0.204	0.839
n_east	-.0708442	.2134768	-0.332	0.740
midwest	.1469091	.191574	0.767	0.443
south	.1538499	.1804718	0.852	0.394
democrat	-.3801651	.1500864	-2.533	0.011
republican	.6239596	.1897403	3.288	0.001
protestant	.193974	.1642095	1.181	0.237
catholic	.1980834	.1946393	1.018	0.309
jewish	.4455922	.4424096	1.007	0.314
retro.pocketbook	.0991625	.0765009	1.296	0.195
prosp.pocketbook	.0928234	.0767758	1.209	0.227
political informedness	-1.515809	.2068222	-7.329	0.000
constant	.7071912	.3981086	1.776	0.076
Number of obs	1764			
LR chi2(32)	349.55			
Prob ¿ chi2	0.0000			
Log likelihood	-1743.8148			
Pseudo R2	0.0911			
Outcome "Disapprove" is the comparison group				

Table A7: Predictive Validity Test
Banner v. Subscription Recruits
Bush Thermometer Regression (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
gender	-2.257882	2.165939	-1.042	0.297	-6.507172	1.991409
age	2.216971	.7464633	2.970	0.003	.7525073	3.681435
education	-3.807511	.9300388	-4.094	0.000	-5.632126	-1.982896
white	2.614907	2.956815	0.884	0.377	-3.185979	8.415792
married	3.340931	1.920292	1.740	0.082	-.4264324	7.108294
n_east	.1954635	2.996343	0.065	0.948	-5.682972	6.073898
midwest	3.791156	2.656961	1.427	0.154	-1.421455	9.003767
south	9.588378	2.535243	3.782	0.000	4.614562	14.56219
democrat	-12.13047	2.144848	-5.656	0.000	-16.33838	-7.922559
republican	28.02043	2.60129	10.772	0.000	22.91703	33.12382
protestant	4.771367	2.307256	2.068	0.039	.2448309	9.297903
catholic	6.08206	2.694367	2.257	0.024	.7960637	11.36806
jewish	3.351693	6.731271	0.498	0.619	-9.854184	16.55757
retro.pocketbook	2.030367	1.054337	1.926	0.054	-.0381058	4.09884
prosp.pocketbook	9.793124	1.087855	9.002	0.000	7.658894	11.92735
gender*bvs	-.0091733	3.486568	-0.003	0.998	-6.849366	6.83102
age*bvs	.9134545	1.137026	0.803	0.422	-1.317242	3.144152
education*bvs	.972753	1.553112	0.626	0.531	-2.07425	4.019756
white*bvs	-2.320389	4.678678	-0.496	0.620	-11.49935	6.858569
married*bvs	4.990575	3.533415	1.412	0.158	-1.941525	11.92268
n_est*bvs	-2.16625	5.357791	-0.404	0.686	-12.67754	8.345038
midwest*bvs	4.149344	4.809881	0.863	0.388	-5.287015	13.5857
south*bvs	-.9168078	4.376582	-0.209	0.834	-9.503091	7.669475
democrat*bvs	-4.460999	4.080309	-1.093	0.274	-12.46603	3.544036
republican*bvs	-2.803061	4.602781	-0.609	0.543	-11.83312	6.226996
protestant*bvs	2.324656	4.176904	0.557	0.578	-5.869885	10.5192
catholic*bvs	6.419724	4.838929	1.327	0.185	-3.073624	15.91307
jewish*bvs	-2.488692	10.3383	-0.241	0.810	-22.77109	17.7937
retro.pocketbook*bvs	.1738259	1.844956	0.094	0.925	-3.445737	3.793389
prosp.pocketbook*bvs	-2.949428	1.852634	-1.592	0.112	-6.584054	.6851981
constant	10.26073	4.75454	2.158	0.031	.93294	19.58852
F(30, 1246)	26.65					
Prob > F	0.0000					
R-squared	0.390					

Table A8: Predictive Validity Test
Banner v. Subscription Recruits
Gore Thermometer Regression (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
gender	3.788419	2.216511	1.709	0.088	-.5600895	8.136927
age	-.1338368	.7716843	-0.173	0.862	-1.647782	1.380108
education	1.615959	.922204	1.752	0.080	-.1932868	3.425204
protestant	.8121024	2.850115	0.285	0.776	-4.779456	6.403661
married	-7.661908	1.971861	-3.886	0.000	-11.53045	-3.793371
n_east	2.172772	3.114857	0.698	0.486	-3.938177	8.283721
midwest	-4.269898	2.757762	-1.548	0.122	-9.680271	1.140475
south	-2.037257	2.588887	-0.787	0.431	-7.116321	3.041807
democrat	23.55816	2.179334	10.810	0.000	19.28259	727.83373
republican	-18.97145	2.623476	-7.231	0.000	-24.11838	-13.82453
protestant	1.69722	2.342876	0.724	0.469	-2.899201	6.293641
catholic	4.276073	2.761964	1.548	0.122	-1.142544	9.69469
jewish	12.42725	6.611716	1.880	0.060	-.5440831	25.39859
retro.pocketbook	.4257355	1.081123	0.394	0.694	-1.695288	2.546759
prosp.pocketbook	-6.023957	1.097475	-5.489	0.000	-8.177063	-3.870852
gender*bvs	.1909035	3.637179	0.052	0.958	-6.944774	7.326581
age*bvs	-.6316471	1.210541	-0.522	0.602	-3.006572	1.743277
education*bvs	.7901396	1.58608	0.498	0.618	-2.321546	3.901825
white*bvs	-8.254332	4.786082	-1.725	0.085	-17.64401	1.135345
married*bvs	.3070294	3.638176	0.084	0.933	-6.830603	7.444662
n_est*bvs	4.613342	5.435872	0.849	0.396	-6.051138	15.27782
midwest*bvs	8.799551	5.099897	1.725	0.085	-1.20579	18.80489
south*bvs	-.0221934	4.486311	-0.005	0.996	-8.823758	8.779371
democrat*bvs	-2.917011	4.275479	-0.682	0.495	-11.30495	5.470929
republican*bvs	5.525687	4.581761	1.206	0.228	-3.463138	14.51451
protestant*bvs	.0475165	4.309469	0.011	0.991	-8.407107	8.50214
catholic*bvs	-10.88093	4.945239	-2.200	0.028	-20.58286	-1.179012
jewish*bvs	6.619448	10.78666	0.614	0.540	-14.54259	27.78149
retro.pocketbook*bvs	-.7655245	2.005708	-0.382	0.703	-4.700465	3.169416
prosp.pocketbook*bvs	1.756192	1.980419	0.887	0.375	-2.129134	5.641519
constant	55.93028	4.80019	11.652	0.000	46.51293	65.34764
F(30, 1245)	18.99					
Prob > F	0.0000					
R-squared	0.3139					

Table A9a: Predictive Validity Test
Banner v. Subscription Recruits
Presidential Support Probit — Bush v. Gore (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
gender	-1.059261	.779029	-1.360	0.174	-2.58613	.4676076
protestant	1.737236	1.170723	1.484	0.138	-.5573392	4.031811
education	.2030961	.2651798	0.766	0.444	-.3166468	.722839
age	-.3057401	.2615912	-1.169	0.242	-.8184494	.206969
married	.2678461	.6735142	0.398	0.691	-1.052217	1.58791
n_east	-.1979738	1.20494	-0.164	0.869	-2.559613	2.163665
midwest	.8567394	.8323467	1.029	0.303	-.7746301	2.488109
south	-.4795988	.9173164	-0.523	0.601	-2.277506	1.318308
independent	1.394118	.7823775	1.782	0.075	-.1393136	2.92755
republican	.647303	.8176062	0.792	0.429	-.9551758	2.249782
catholic	-.4495242	.7729919	-0.582	0.561	-1.964561	1.065512
protestant	.3280367	.7589896	0.432	0.666	-1.159556	1.815629
jewish	1.190638	952.9866	0.001	0.999	-1866.629	1869.01
retro.pocketbook	-.711325	.4084434	-1.742	0.082	-1.511859	.0892093
prosp.pocketbook	.7395232	.5160689	1.433	0.152	-.2719533	1.751
gore.therm	.1609923	.040944	3.932	0.000	.0807435	.2412411
gore.therm	-.164546	.0427058	-3.853	0.000	-.2482479	-.0808442
gender*bvs	.4681434	.920244	0.509	0.611	-1.335502	2.271789
white*bvs	-1.512896	1.255994	-1.205	0.228	-3.9745997	.9488066
education*bvs	-.367595	.3229523	-1.138	0.255	-1.00057	.2653799
age*bvs	.3413418	.3042017	1.122	0.262	-.2548827	.9375663
married*bvs	-.818816	.8078572	-1.014	0.311	-2.402187	.764555
n_est*bvs	.1675732	1.369482	0.122	0.903	-2.516562	2.851709
midwest*bvs	-.6114757	1.072261	-0.570	0.568	-2.713068	1.490117
south*bvs	.4306455	1.094086	0.394	0.694	-1.713723	.575014
ind*bvs	-.8308649	.9415547	-0.882	0.378	-2.676278	1.014548
republican*bvs	.3736678	.9917316	0.377	0.706	-1.57009	2.317426
catholic*bvs	.562653	.9799245	0.574	0.566	-1.357964	2.48327
protestant*bvs	.4025483	.9093552	0.443	0.658	-1.379755	2.184852
jewish*bvs	-.8139326	952.9874	-0.001	0.999	-1868.635	1867.007
retro.pocketbook*bvs	.8855724	.4635382	1.910	0.056	-.0229457	1.794091
prosp.pocketbook*bvs	-.6162906	.5759072	-1.070	0.285	-1.745048	.5124667
bush.therm*bvs	-.1093591	.042328	-2.584	0.010	-.1923205	-.0263978
gore.therm*bvs	.1256395	.0439089	2.861	0.004	.0395796	.2116994
constant	-1.785555	1.193207	-1.496	0.135	-4.124198	.5530885
Number of obs	653					
LR chi2(34)	804.35					
Prob > chi2	0.0000					
Log likelihood	-43.802898					
Pseudo R2	0.9018					

Table A9b: Predictive Validity Test
Banner v. Subscription Recruits
Presidential Support Probit — Bush v. Gore (Nested Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
bush.therm	.0623393	.0076623	8.136	0.000	.0473215	.0773572
gore.therm	-.0572697	.0074971	-7.639	0.000	-.0719638	-.0425756
independent	.5445657	.3275826	1.662	0.096	-.0974844	1.186616
republican	.8733159	.3819555	2.286	0.022	.1246969	1.621935
gender	-.3985394	.3010313	-1.324	0.186	-.98855	.1914712
protestant	.585896	.4211488	1.391	0.164	-.2395406	1.411332
education	-.0364577	.1310312	-0.278	0.781	-.2932742	.2203588
age	-.0783671	.113964	-0.688	0.492	-.3017324	.1449983
married	-.2722154	.2956099	-0.921	0.357	-.8516001	.3071693
n_east	.1918463	.4708441	0.407	0.684	-.7309911	1.114684
midwest	.4528923	.4001846	1.132	0.258	-.331455	1.23724
south	.1126338	.3869813	0.291	0.771	-.6458357	.8711032
protestant	.6346039	.3427208	1.852	0.064	-.0371166	1.306324
catholic	-.2096946	.3790845	-0.553	0.580	-.9526865	.5332974
jewish	.1716721	1.031912	0.166	0.868	-1.850838	2.194182
retro.pocketbook	-.1293789	.1504169	-0.860	0.390	-.4241906	.1654327
prosp.pocketbook	.1920521	.2002242	0.959	0.337	-.2003801	.5844842
constant	-1.369159	.8557531	-1.600	0.110	-3.046404	.3080862
Number of obs	653					
LR chi2(17)	776.83					
Prob > chi	0.0000					
Log likelihood	-57.566821					
Pseudo R2	0.8709					

Table A10a: Predictive Validity Test
Banner v. Other Recruits
Bush Approval MNL (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
Approve						
gender	-1.418832	.8529	-1.664	0.096	-3.090485	.2528213
age	.0590082	.2991073	0.197	0.844	-.5272314	.6452478
education	.3891353	.4369026	0.891	0.373	-.4671781	1.245449
protestant	.840716	1.300422	0.646	0.518	-1.708064	3.389496
married	-.048534	.9528028	-0.051	0.959	-1.915993	1.818925
n_east	-.9594043	1.221536	-0.785	0.432	-3.353571	1.434762
midwest	-1.461904	1.289434	-1.134	0.257	-3.989149	1.065341
south	.0975723	.9576417	0.102	0.919	-1.779371	1.974516
democrat	-3.436173	1.299144	-2.645	0.008	-5.982449	-.8898971
republican	3.886366	1.167495	3.329	0.001	1.598117	6.174615
protestant	.5485046	1.041876	0.526	0.599	-1.493535	2.590544
catholic	1.43929	1.058451	1.360	0.174	-.6352365	3.513816
jewish	.697633	1.550192	0.450	0.653	-2.340687	3.735953
retro.pocketbook	-.5888709	.5398315	-1.091	0.275	-1.646921	.4691794
prosp.pocketbook	1.576209	.6353078	2.481	0.013	.3310288	2.82139
political informedness	-2.670792	1.63924	-1.629	0.103	-5.883643	.5420582
gender*bvo	1.070036	.9157195	1.169	0.243	-.7247414	2.864813
age*bvo	.1805644	.3177443	0.568	0.570	-.4422029	.8033318
education*bvo	-.4642337	.4644539	-1.000	0.318	-1.374547	.4460793
white*bvo	-1.411378	1.378254	-1.024	0.306	-4.112707	1.289951
married*bvo	.8746487	1.019144	0.858	0.391	-1.122837	2.872134
n_est*bvo	1.254634	1.344598	0.933	0.351	-1.38073	3.889999
midwest*bvo	1.681892	1.389559	1.210	0.226	-1.041594	4.405379
south*bvo	.8697675	1.060576	0.820	0.412	-1.208923	2.948458
democrat*bvo	1.254174	1.381908	0.908	0.364	-1.454317	3.962664
republican*bvo	-2.059512	1.258546	-1.636	0.102	-4.526216	.4071926
protestant*bvo	-.3503107	1.139518	-0.307	0.759	-2.583725	1.883104
catholic*bvo	-.7818836	1.161114	-0.673	0.501	-3.057624	1.493857
jewish*bvo	.0311154	1.835294	0.017	0.986	-3.565995	3.628226
retro.pocketbook*bvo	.8124726	.5832442	1.393	0.164	-.330665	1.95561
prosp.pocketbook*bvo	-.9204685	.6601496	-1.394	0.163	-2.214338	.3734009
political.informedness*bvo	1.479451	1.764855	0.838	0.402	-1.979602	4.938503
constant	-1.894206	1.058026	-1.790	0.073	-3.967899	.1794869

Table A10a (Cont.)

Don't Know						
gender	-1.768138	1.167206	-1.515	0.130	-4.05582	.5195446
age	-.0891508	.3860604	-0.231	0.817	-.8458153	.6675137
education	-.6730968	.5969876	-1.127	0.260	-1.843171	.4969774
protestant	-.8870301	1.637759	-0.542	0.588	-4.09698	2.322919
married	-2.613022	1.397674	-1.870	0.062	-5.352414	.1263695
n_east	3.653878	2.596539	1.407	0.159	-1.435245	8.743
midwest	4.601329	2.656034	1.732	0.083	-.6044013	9.807059
south	4.919305	2.893813	1.700	0.089	-.7524635	10.59107
democrat	-.1480021	1.328836	-0.111	0.911	-2.752472	2.456468
republican	3.008169	1.923479	1.564	0.118	-.7617816	6.778119
protestant	.8212438	1.459216	0.563	0.574	-2.038766	3.681254
catholic	1.312999	1.447936	0.907	0.365	-1.524903	4.150901
jewish	3.11727	1.781562	1.750	0.080	-.3745273	6.609067
retro.pocketbook	-.3266899	.8742923	-0.374	0.709	-2.040271	1.386891
prosp.pocketbook	.4894954	.8872158	0.552	0.581	-1.249415	2.228406
political informedness	-4.547305	2.80628	-1.620	0.105	-10.04751	.9529029
gender*bvo	2.117787	1.245917	1.700	0.089	-.3241662	4.55974
age*bvo	.0456736	.4104931	0.111	0.911	-.758878	.8502252
education*bvo	.5915586	.6318195	0.936	0.349	-.6467849	1.829902
white*bvo	.313793	1.733726	0.181	0.856	-3.084247	3.711833
married*bvo	2.022625	1.489167	1.358	0.174	-.8960896	4.941339
n_est*bvo	-3.044171	2.676382	-1.137	0.255	-8.289785	2.201442
midwest*bvo	-3.734952	2.720225	-1.373	0.170	-9.066495	1.59659
south*bvo	-4.333859	2.947126	-1.471	0.141	-10.11012	1.442401
democrat*bvo	-1.019175	1.431564	-0.712	0.477	-3.824988	1.786638
republican*bvo	-2.853897	2.061709	-1.384	0.166	-6.894773	1.186979
protestant*bvo	-.0266453	1.567089	-0.017	0.986	-3.098083	3.044792
catholic*bvo	-1.225932	1.597464	-0.767	0.443	-4.356904	1.90504
jewish*bvo	-2.426862	2.185	-1.111	0.267	-6.709383	1.855659
retro.pocketbook*bvo	.1944281	.9143427	0.213	0.832	-1.597651	1.986507
prosp.pocketbook*bvo	-.605326	.9150074	-0.662	0.508	-2.398708	1.188056
political.informedness*bvo	2.841037	2.907941	0.977	0.329	-2.858422	8.540497
constant	.9059047	1.394487	0.650	0.516	-1.827239	3.639048
Number of obs	389					
LR chi2(64)	275.42					
Prob > chi2	0.0000					
Log likelihood	-227.22943					
Pseudo R2	0.3773					

Outcome "Disapprove" is the comparison group

Table A10b: Predictive Validity Test
Banner v. Other Recruits
Bush Approval MNL (Nested Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
Approve						
gender	-.576583	.3221633	-1.790	0.073	-1.208012	.0548455
age	.1653317	.1149419	1.438	0.150	-.0599501	.3906136
education	-.0807547	.1512398	-0.534	0.593	-.3771793	.21567
protestant	-.1826951	.4404306	-0.415	0.678	-1.045923	.680533
married	.6321536	.3204911	1.972	0.049	.0040025	1.260305
n_east	.125607	.4788943	0.262	0.793	-.8130085	1.064223
midwest	.001257	.4505358	0.003	0.998	-.8817768	.8842909
south	.8235351	.3856041	2.136	0.033	.067765	1.579305
democrat	-2.230484	.4184292	-5.331	0.000	-3.05059	-1.410378
republican	2.141768	.4134667	5.180	0.000	1.331388	2.952148
protestant	.3032703	.3989732	0.760	0.447	-.4787028	1.085243
catholic	.8128873	.411262	1.977	0.048	.0068285	1.618946
jewish	.3735277	.7611737	0.491	0.624	-1.118345	1.865401
retro.pocketbook	.0354632	.1819783	0.195	0.845	-.3212077	.392134
prosp.pocketbook	.7385317	.2114877	3.492	0.000	.3240234	1.15304
political informedness	-1.468942	.6861163	-2.141	0.032	-2.813705	-.1241787
constant	-1.367165	1.021667	-1.338	0.181	-3.369596	.6352657
Don't Know						
gender	.0137115	.447043	0.031	0.976	-.8624767	.8898998
age	-.0602834	.1523399	-0.396	0.692	-.358864	.2382973
education	-.2477009	.192675	-1.286	0.199	-.6253369	.1299351
protestant	-.5519182	.5175954	-1.066	0.286	-1.566387	.4625502
married	-.8318355	.4448918	-1.870	0.062	-1.703807	.0401365
n_east	.86041	.6427404	1.339	0.181	-.3993381	2.120158
midwest	1.206255	.5845809	2.063	0.039	.0604974	2.352013
south	.9336351	.5666529	1.648	0.099	-.1769842	2.044254
democrat	-1.083755	.4705848	-2.303	0.021	-2.006084	-.161426
republican	.6363005	.6428362	0.990	0.322	-.6236353	1.896236
protestant	.7769762	.503926	1.542	0.123	-.2107006	1.764653
catholic	.1611896	.5745303	0.281	0.779	-.964869	1.287248
jewish	1.262964	.8049099	1.569	0.117	-.31463	2.840559
retro.pocketbook	-.2386633	.2472466	-0.965	0.334	-.7232576	.2459311
prosp.pocketbook	-.0746644	.2657249	-0.281	0.779	-.5954757	.4461469
political informedness	-2.13761	.7662792	-2.790	0.005	-3.639489	-.6357302
constant	1.645124	1.317984	1.248	0.212	-.9380769	4.228324
Number of obs	389					
LR chi2(32)	249.70					
Prob > chi2	0.0000					
Log likelihood	-240.08643					
Pseudo R2	0.3421					
Outcome "Disapprove" is the comparison group						

Table A11a: Predictive Validity Test
Banner v. Other Recruits
Congress Approval MNL (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
Approve						
gender	-.2328002	.4112374	-0.566	0.571	-1.038811	.5732102
age	-.5125849	.1579968	-3.244	0.001	-.8222529	-.2029169
education	.2097234	.2287998	0.917	0.359	-.2387159	.6581628
protestant	.3475006	.6697485	0.519	0.604	-.9651823	1.660184
married	-.0680116	.4485169	-0.152	0.879	-.9470886	.8110654
n_east	1.26449	.6531716	1.936	0.053	-.0157033	2.544682
midwest	.1438496	.5645451	0.255	0.799	-.9626384	1.250338
south	-.0983562	.4888144	-0.201	0.841	-1.056415	.8597025
democrat	-.7719277	.5449327	-1.417	0.157	-1.839976	.2961208
republican	.7005425	.5935665	1.180	0.238	-.4628264	1.863911
protestant	.5954138	.51762	1.150	0.250	-.4191027	1.60993
catholic	1.026679	.5693562	1.803	0.071	-.0892388	2.142597
jewish	-.1295762	.8617991	-0.150	0.880	-1.818671	1.559519
retro.pocketbook	-.0337221	.241581	-0.140	0.889	-.5072121	.4397679
prosp.pocketbook	.715511	.291132	2.458	0.014	.1449027	1.286119
political informedness	-.8343037	.9166091	-0.910	0.363	-2.630825	.9622172
gender*bvo	.3042614	.4627067	0.658	0.511	-.602627	1.21115
age*bvo	.5189049	.1736984	2.987	0.003	.1784623	.8593475
education*bvo	-.3080703	.2531743	-1.217	0.224	-.8042828	.1881422
white*bvo	-.3364979	.7286447	-0.462	0.644	-1.764615	1.091619
married*bvo	-.0155995	.5069546	-0.031	0.975	-1.009212	.9780133
n_est*bvo	-.7838761	.7332943	-1.069	0.285	-2.221107	.6533544
midwest*bvo	.029491	.6494672	0.045	0.964	-1.243441	1.302423
south*bvo	.3393351	.5618743	0.604	0.546	-.7619184	1.440588
democrat*bvo	-.1716041	.6162785	-0.278	0.781	-1.379488	1.03628
republican*bvo	.1644823	.6542173	0.251	0.801	-1.11776	1.446725
protestant*bvo	-.123413	.5850431	-0.211	0.833	-1.270076	1.02325
catholic*bvo	-.7072497	.6507939	-1.087	0.277	-1.982782	.5682828
jewish*bvo	.7293467	1.046577	0.697	0.486	-1.321907	2.780601
retro.pocketbook*bvo	.1561629	.2715194	0.575	0.565	-.3760053	.6883311
prosp.pocketbook*bvo	-.4803724	.3126695	-1.536	0.124	-1.093193	.1324486
political.informedness*bvo	-.0130497	1.000733	-0.013	0.990	-1.974451	1.948352
constant	-.4763536	.6532864	-0.729	0.466	-1.756772	.8040643

Table A11a (Cont.)

Don't Know						
gender	1.617846	.5722558	2.827	0.005	.4962448	2.739446
age	-.1508736	.1700088	-0.887	0.375	-.4840847	.1823374
education	.2990783	.2583764	1.158	0.247	-.2073302	.8054867
protestant	.4542738	.8260484	0.550	0.582	-1.164751	2.073299
married	-.5498415	.5182515	-1.061	0.289	-1.565596	.4659128
n_east	1.858311	.7375136	2.520	0.012	.4128109	3.303811
midwest	.5650175	.6709263	0.842	0.400	-.7499738	1.880009
south	.3639662	.6282409	0.579	0.562	-.8673635	1.595296
democrat	-1.576489	.660617	-2.386	0.017	-2.871274	-.2817034
republican	-.1091191	.7281326	-0.150	0.881	-1.536233	1.317994
protestant	.4514871	.6296855	0.717	0.473	-.7826738	1.685648
catholic	.5347428	.7143894	0.749	0.454	-.8654348	1.93492
jewish	1.390182	.8977246	1.549	0.121	-.3693253	3.14969
retro.pocketbook	-.760248	.3152912	-2.411	0.016	-1.378207	-.142288
prosp.pocketbook	.274872	.3540754	0.776	0.438	-.419103	.968847
political informedness	-1.923434	.97247	-1.978	0.048	-3.82944	-.0174278
gender*bvo	-.5093774	.6265025	-0.813	0.416	-1.7373	.718545
age*bvo	.0630795	.1898195	0.332	0.740	-.3089599	.4351189
education*bvo	-.5224669	.2878464	-1.815	0.070	-1.086636	.0417017
white*bvo	-.1795608	.8961381	-0.200	0.841	-1.935959	1.576838
married*bvo	-.224409	.5913451	-0.379	0.704	-1.383424	.9346061
n_est*bvo	-1.732725	.8581175	-2.019	0.043	-3.414604	-.0508455
midwest*bvo	-.0128645	.7660403	-0.017	0.987	-1.514276	1.488547
south*bvo	.0625726	.714185	0.088	0.930	-1.337204	1.46235
democrat*bvo	.8925134	.733043	1.218	0.223	-.5442245	2.329251
republican*bvo	.1691442	.8111185	0.209	0.835	-1.420619	1.758907
protestant*bvo	.444585	.7109723	0.625	0.532	-.9488952	1.838065
catholic*bvo	.3058145	.8071357	0.379	0.705	-1.276142	1.887771
jewish*bvo	-.9326212	1.259344	-0.741	0.459	-3.40089	1.535648
retro.pocketbook*bvo	.9032779	.3506041	2.576	0.010	.2161065	1.590449
prosp.pocketbook*bvo	-.0210528	.3800074	-0.055	0.956	-.7658535	.723748
political.informedness*bvo	-.077392	1.077958	-0.072	0.943	-2.190152	2.035368
constant	-.1337265	.7668945	-0.174	0.862	-1.636812	1.369359
Number of obs	679					
LR chi2(64)	210.36					
Prob > chi2	0.0000					
Log likelihood	-601.81771					
Pseudo R2	0.1488					
Outcome "Disapprove" is the comparison group						

Table A11b: Predictive Validity Test
Banner v. Other Recruits
Congress Approval MNL (Nested Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
Approve						
gender	.0009181	.2022714	0.005	0.996	-.3955267	.3973628
age	-.1088315	.0728926	-1.493	0.135	-.2516985	.0340354
education	-.0363331	.09833	-0.370	0.712	-.2290563	.1563901
protestant	.0929539	.2763117	0.336	0.737	-.4486071	.6345149
married	-.0671974	.2034695	-0.330	0.741	-.4659903	.3315955
n_east	.618776	.2917916	2.121	0.034	.0468751	1.190677
midwest	.1863725	.278583	0.669	0.503	-.3596402	.7323852
south	.1954339	.2367888	0.825	0.409	-.2686637	.6595315
democrat	-.8446068	.2454786	-3.441	0.001	-1.325736	-.3634776
republican	.8529572	.2458008	3.470	0.001	.3711965	1.334718
protestant	.552046	.2349113	2.350	0.019	.0916283	1.012464
catholic	.5291296	.2675157	1.978	0.048	.0048085	1.053451
jewish	.4452867	.4656007	0.956	0.339	-.4672739	1.357847
retro.pocketbook	.0889856	.1120003	0.795	0.427	-.130531	.3085022
prosp.pocketbook	.2989561	.1186686	2.519	0.012	.06637	.5315422
political informedness	-.8742558	.4465926	-1.958	0.050	-1.749561	.0010497
constant	-.3915145	.6361959	-0.615	0.538	-1.638436	.8554066
Don't Know						
gender	1.116171	.2542509	4.390	0.000	.6178485	1.614494
age	-.0924052	.0876841	-1.054	0.292	-.2642629	.0794525
education	-.1202624	.1161142	-1.036	0.300	-.3478421	.1073172
protestant	.2685648	.3349307	0.802	0.423	-.3878873	.925017
married	-.6735808	.241652	-2.787	0.005	-1.14721	-.1999516
n_east	.5317136	.3726609	1.427	0.154	-.1986884	1.262116
midwest	.5658563	.3321416	1.704	0.088	-.0851294	1.216842
south	.45613	.2981792	1.530	0.126	-.1282905	1.040551
democrat	-.7777253	.2748992	-2.829	0.005	-1.316518	-.2389328
republican	.0810467	.3125524	0.259	0.795	-.5315447	.693638
protestant	.7420137	.282427	2.627	0.009	.1884669	1.29556
catholic	.7190954	.3181653	2.260	0.024	.0955029	1.342688
jewish	.7502748	.5621465	1.335	0.182	-.3515122	1.852062
retro.pocketbook	-.0449	.1373107	-0.327	0.744	-.3140239	.224224
prosp.pocketbook	.2815723	.1441856	1.953	0.051	-.0010263	.564171
political informedness	-1.906127	.4581769	-4.160	0.000	-2.804137	-1.008117
constant	-.1948024	.7390089	-0.264	0.792	-1.643233	1.253628
Number of obs	679					
LR chi2(32)	170.86					
Prob > chi2	0.0000					
Log likelihood	-621.56513					
Pseudo R2	0.1208					
Outcome "Disapprove" is the comparison group						

Table A12a: Predictive Validity Test
Banner v. Other Recruits
Court Approval MNL (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
Approve						
gender	-.7584548	.4247965	-1.785	0.074	-1.591041	.0741311
age	-.2451861	.1609842	-1.523	0.128	-.5607093	.0703372
education	.0023223	.2305724	0.010	0.992	-.4495912	.4542359
protestant	-.8112641	.7034213	-1.153	0.249	-2.189945	.5674163
married	-.0875598	.4579631	-0.191	0.848	-.9851509	.8100314
n_east	-.1416016	.6628989	-0.214	0.831	-1.440859	1.157656
midwest	-.1034659	.5864435	-0.176	0.860	-1.252874	1.045942
south	.3539052	.5061504	0.699	0.484	-.6381314	1.345942
democrat	-.7002603	.5368187	-1.304	0.192	-1.752406	.351885
republican	.9191813	.6322481	1.454	0.146	-.3200023	2.158365
protestant	.5737466	.5403094	1.062	0.288	-.4852404	1.632734
catholic	1.047258	.5878905	1.781	0.075	-.1049867	2.199502
jewish	-.6376342	.8196994	-0.778	0.437	-2.244216	.9689471
retro.pocketbook	-.2278509	.2534158	-0.899	0.369	-.7245367	.2688348
prosp.pocketbook	1.054446	.316765	3.329	0.001	.4335985	1.675294
political informedness	.5362312	.9448699	0.568	0.570	-1.31568	2.388142
gender*bvo	.6752731	.4736617	1.426	0.154	-.2530867	1.603633
age*bvo	.1762379	.1757132	1.003	0.316	-.1681537	.5206295
education*bvo	-.0723275	.2531694	-0.286	0.775	-.5685304	.4238754
white*bvo	.8284795	.7623273	1.087	0.277	-.6656545	2.322614
married*bvo	.251231	.5123838	0.490	0.624	-.7530228	1.255485
n_est*bvo	.5327573	.7421748	0.718	0.473	-.9218787	1.987393
midwest*bvo	.2211366	.6653033	0.332	0.740	-1.082834	1.525107
south*bvo	-.2382531	.5758476	-0.414	0.679	-1.366894	.8903875
democrat*bvo	.2372188	.5980111	0.397	0.692	-.9348613	1.409299
republican*bvo	.1040882	.69743	0.149	0.881	-1.262849	1.471026
protestant*bvo	.0914123	.6044642	0.151	0.880	-1.093316	1.27614
catholic*bvo	-.3001561	.662652	-0.453	0.651	-1.59893	.9986181
jewish*bvo	.7743946	1.005784	0.770	0.441	-1.196906	2.745695
retro.pocketbook*bvo	.4141125	.2817322	1.470	0.142	-.1380724	.9662974
prosp.pocketbook*bvo	-.6721835	.3351849	-2.005	0.045	-1.329134	-.0152332
political.informedness*bvo	-1.195974	1.022732	-1.169	0.242	-3.200493	.8085448
constant	-.6425641	.6688514	-0.961	0.337	-1.953489	.6683605

Table A12a (Cont.)

Don't Know						
gender	.5629621	.5449349	1.033	0.302	-.5050906	1.631015
age	-.0244144	.1724999	-0.142	0.887	-.362508	.3136791
education	-.0738404	.2500876	-0.295	0.768	-.5640031	.4163223
protestant	-.4914466	.800426	-0.614	0.539	-2.060253	1.077359
married	-.582372	.5222824	-1.115	0.265	-1.606027	.4412826
n_east	1.099025	.7227203	1.521	0.128	-.3174803	2.515531
midwest	.4407047	.6770084	0.651	0.515	-.8862073	1.767617
south	.6623426	.6210697	1.066	0.286	-.5549315	1.879617
democrat	-1.472005	.6166466	-2.387	0.017	-2.68061	-.2633995
republican	.6099479	.7129955	0.855	0.392	-.7874975	2.007393
protestant	.2075878	.5991755	0.346	0.729	-.9667745	1.38195
catholic	-.1931016	.7039332	-0.274	0.784	-1.572785	1.186582
jewish	-.8101914	1.188104	-0.682	0.495	-3.138833	1.518451
retro.pocketbook	-.3488164	.3148293	-1.108	0.268	-.9658705	.2682377
prosp.pocketbook	-.075104	.3608595	-0.208	0.835	-.7823756	.6321676
political informedness	-1.255394	.9589764	-1.309	0.191	-3.134953	.6241648
gender*bvo	.0450275	.6103489	0.074	0.941	-1.151234	1.241289
age*bvo	-.4407672	.1989497	-2.215	0.027	-.8307015	-.050833
education*bvo	-.243543	.2826506	-0.862	0.389	-.797528	.3104419
white*bvo	.2813094	.8737985	0.322	0.747	-1.431304	1.993923
married*bvo	.6750198	.6032669	1.119	0.263	-.5073616	1.857401
n_est*bvo	-.9784095	.8509842	-1.150	0.250	-2.646308	.6894889
midwest*bvo	-.1843473	.7843862	-0.235	0.814	-1.721716	1.353021
south*bvo	-.5852805	.7175864	-0.816	0.415	-1.991724	.8211631
democrat*bvo	.9943936	.705426	1.410	0.159	-.3882159	2.377003
republican*bvo	.206916	.8077539	0.256	0.798	-1.376253	1.790085
protestant*bvo	.6732024	.6911058	0.974	0.330	-.68134	2.027745
catholic*bvo	.6877203	.8226861	0.836	0.403	-.9247149	2.300155
jewish*bvo	1.046986	1.472042	0.711	0.477	-1.838163	3.932136
retro.pocketbook*bvo	.5604193	.3546688	1.580	0.114	-.1347187	1.255557
prosp.pocketbook*bvo	.1341317	.3888069	0.345	0.730	-.627916	.8961793
political.informedness*bvo	-.3610609	1.071275	-0.337	0.736	-2.460722	1.7386
constant	1.796827	.7939303	2.263	0.024	.2407523	3.352902
Number of obs	676					
LR chi2(64)	216.11					
Prob ¿ chi2	0.0000					
Log likelihood	-593.288					
Pseudo R2	0.1541					
Outcome "Disapprove" is the comparison group						

Table A12b: Predictive Validity Test
Banner v. Other Recruits
Court Approval MNL (Nested Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
Approve						
gender	-.2503785	.2017852	-1.241	0.215	-.6458703	.1451133
age	-.0994853	.073843	-1.347	0.178	-.2442149	.0452443
education	-.0752058	.0966643	-0.778	0.437	-.2646643	.1142527
protestant	-.0489512	.2799581	-0.175	0.861	-.5976589	.4997565
married	.1730436	.2008117	0.862	0.389	-.2205401	.5666274
n_east	.3256772	.2941796	1.107	0.268	-.2509042	.9022586
midwest	.0876962	.2781009	0.315	0.753	-.4573715	.6327639
south	.2021562	.2370285	0.853	0.394	-.2624112	.6667236
democrat	-.5221229	.2303744	-2.266	0.023	-.9736484	-.0705973
republican	1.033441	.2640176	3.914	0.000	.5159756	1.550905
protestant	.6327757	.2355447	2.686	0.007	.1711166	1.094435
catholic	.8298564	.2656032	3.124	0.002	.3092838	1.350429
jewish	-.2495833	.4492891	-0.556	0.579	-1.130174	.6310072
retro.pocketbook	.1014423	.1130178	0.898	0.369	-.1200686	.3229532
prosp.pocketbook	.4595096	.1198645	3.834	0.000	.2245795	.6944397
political informedness	-.4239561	.4370326	-0.970	0.332	-1.280524	.4326121
constant	-.6246763	.6510529	-0.959	0.337	-1.900717	.6513639
Don't Know						
gender	.5621244	.2615429	2.149	0.032	.0495097	1.074739
age	-.3346622	.0979561	-3.416	0.001	-.5266527	-.1426717
education	-.2587872	.1202496	-2.152	0.031	-.4944721	-.0231023
protestant	-.1775615	.3320239	-0.535	0.593	-.8283163	.4731933
married	-.043667	.2541562	-0.172	0.864	-.541804	.4544701
n_east	.4306795	.3810196	1.130	0.258	-.3161052	1.177464
midwest	.353634	.3466305	1.020	0.308	-.3257493	1.033017
south	.3023947	.3116281	0.970	0.332	-.308385	.9131745
democrat	-.6997533	.2909833	-2.405	0.016	-1.27007	-.1294365
republican	.8149037	.3299342	2.470	0.014	.1682445	1.461563
protestant	.6804772	.2904449	2.343	0.019	.1112157	1.249739
catholic	.3333301	.3524204	0.946	0.344	-.3574011	1.024061
jewish	-.3134233	.6806483	-0.460	0.645	-1.647469	1.02062
retro.pocketbook	.0883049	.1462549	0.604	0.546	-.1983494	.3749592
prosp.pocketbook	.0320101	.1501495	0.213	0.831	-.2622776	.3262978
political informedness	-1.539256	.4670518	-3.296	0.001	-2.454661	-.6238514
constant	1.544072	.7660387	2.016	0.044	.0426634	3.04548
Outcome "Disapprove" is the comparison group						

Table A13: Predictive Validity Test
Banner v. Other Recruits
Bush Thermometer Regression (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
gender	-4.353604	4.216611	-1.032	0.302	-12.63786	3.930656
age	-.3365236	1.488208	-0.226	0.821	-3.260366	2.587319
education	-4.16921	2.096166	-1.989	0.047	-8.28749	-.0509304
protestant	.8429953	7.167956	0.118	0.906	-13.23969	14.92568
married	9.166922	4.608207	1.989	0.047	.1133044	18.22054
n_east	-.0771803	6.330763	-0.012	0.990	-12.51506	12.3607
midwest	.0293161	6.129446	0.005	0.996	-12.01304	12.07167
south	4.108856	5.071557	0.810	0.418	-5.855093	14.0728
democrat	-20.49968	5.532268	-3.705	0.000	-31.36878	-9.630587
republican	28.4955	6.254114	4.556	0.000	16.20822	40.78279
protestant	4.781443	5.41843	0.882	0.378	-5.863997	15.42688
catholic	1.513319	5.981447	0.253	0.800	-10.23827	13.2649
jewish	4.107149	8.118394	0.506	0.613	-11.84284	20.05713
retro.pocketbook	.3035447	2.552348	0.119	0.905	-4.710983	5.318073
prosp.pocketbook	9.7222	2.880623	3.375	0.001	4.062719	15.38168
gender*bvo	.3950969	4.848607	0.081	0.935	-9.130829	9.921023
age*bvo	2.400514	1.688369	1.422	0.156	-.9165785	5.717606
education*bvo	.2116278	2.379225	0.089	0.929	-4.46277	4.886025
white*bvo	-2.539133	7.822944	-0.325	0.746	-17.90866	12.83039
married*bvo	-.5707405	5.340198	-0.107	0.915	-11.06248	9.921
n_est*bvo	-3.190639	7.507401	-0.425	0.671	-17.94022	11.55895
midwest*bvo	6.620713	7.153371	0.926	0.355	-7.433319	20.67474
south*bvo	3.6121	6.005914	0.601	0.548	-8.187555	15.41175
democrat*bvo	3.648879	6.362766	0.573	0.567	-8.851874	16.14963
republican*bvo	-2.545674	7.143683	-0.356	0.722	-16.58067	11.48932
protestant*bvo	2.126753	6.269912	0.339	0.735	-10.19157	14.44508
catholic*bvo	10.66114	6.999289	1.523	0.128	-3.090172	24.41245
jewish*bvo	-2.901696	10.79695	-0.269	0.788	-24.11417	18.31078
retro.pocketbook*bvo	1.020009	2.87131	0.355	0.723	-4.621176	6.661193
prosp.pocketbook*bvo	-4.085126	3.148974	-1.297	0.195	-10.27183	2.101577
constant	24.9386	6.599294	3.779	0.000	11.97315	37.90406
F(30,505)	17.13					
Prob > F	0.0000					
R-squared	0.5044					

Table A14: Predictive Validity Test
Banner v. Other Recruits
Gore Thermometer Regression (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
gender	4.512503	4.219023	1.070	0.285	-3.776735	12.80174
age	1.142687	1.482565	0.771	0.441	-1.770152	4.055526
education	-1.430181	2.115612	-0.676	0.499	-5.586786	2.726425
protestant	-5.234927	6.922947	-0.756	0.450	-18.83664	8.36679
married	1.500275	4.758231	0.315	0.753	-7.848361	10.84891
n_east	10.15827	6.525698	1.557	0.120	-2.662958	22.9795
midwest	7.440866	6.05668	1.229	0.220	-4.458871	19.3406
south	-2.553088	5.09656	-0.501	0.617	-12.56645	7.460273
democrat	12.60856	5.580952	2.259	0.024	1.643502	23.57362
republican	-29.32753	6.553664	-4.475	0.000	-42.2037	-16.45135
protestant	2.486258	5.635685	0.441	0.659	-8.586338	13.55885
catholic	3.891222	6.121049	0.636	0.525	-8.134983	15.91743
jewish	-5.099557	8.027912	-0.635	0.526	-20.87223	10.67312
retro.pocketbook	5.598639	2.415455	2.318	0.021	.8529246	10.34435
prosp.pocketbook	-5.827178	2.880989	-2.023	0.044	-11.48754	-.1668149
gender*bvo	-.2359807	4.918621	-0.048	0.962	-9.899739	9.427777
age*bvo	-1.738359	1.710375	-1.016	0.310	-5.098783	1.622066
education*bvo	4.03663	2.394925	1.685	0.093	-.6687503	8.742009
white*bvo	-1.866122	7.66554	-0.243	0.808	-16.92683	13.19459
married*bvo	-8.914649	5.493797	-1.623	0.105	-19.70847	1.879175
n_est*bvo	-3.074157	7.656565	-0.402	0.688	-18.11723	11.96892
midwest*bvo	-2.662374	7.172177	-0.371	0.711	-16.75376	11.42901
south*bvo	.7236802	6.036663	0.120	0.905	-11.13673	12.58409
democrat*bvo	8.013088	6.484296	1.236	0.217	-4.726799	20.75297
republican*bvo	15.80084	7.377109	2.142	0.033	1.306822	30.29487
protestant*bvo	-.6826687	6.49321	-0.105	0.916	-13.44007	12.07473
catholic*bvo	-10.47548	7.135855	-1.468	0.143	-24.49551	3.544538
jewish*bvo	24.06926	11.08018	2.172	0.030	2.299698	45.83883
retro.pocketbook*bvo	-5.777383	2.843207	-2.032	0.043	-11.36352	-.1912512
prosp.pocketbook*bvo	1.732361	3.201259	0.541	0.589	-4.557246	8.021967
constant	53.46234	6.743776	7.928	0.000	40.21264	66.71203
Number of obs	530					
F(30,499)	10.00					
Prob > F	0.0000					
R-squared	0.3755					

Table A15a: Predictive Validity Test
Banner v. Other Recruits
Presidential Support Probit — Bush v. Gore (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
bush.therm	.0507987	.0110312	4.605	0.000	.0291779	.0724195
gore.therm	-.0384181	.012501	-3.073	0.002	-.0629196	-.0139167
bush.therm*bvo	-.0023061	.0110404	-0.209	0.835	-.0239449	.0193328
gore.therm*bvo	.0009132	.0127537	0.072 0.943	-.0240835	.02591	
constant	-.9007091	.592224	-1.521	0.128	-2.061447	.2600284
Number of obs	319					
LR chi2(4)	353.35					
Prob > chi2	0.0000					
Log likelihood	-42.730514					
Pseudo R2	0.8052					

Table A15b: Predictive Validity Test
Banner v. Other Recruits
Presidential Support Probit — Bush v. Gore (Nested Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
gore.therm	.0490368	.0072034	6.807	0.000	.0349184	.0631552
gore.therm	-.0376813	.0073221	-5.146	0.000	-.0520323	-.0233303
constant	-.9043643	.5905462	-1.531	0.126	-2.061814	.253085
Number of obs	319					
LR chi2(2)	353.27					
Prob > chi2	0.0000					
Log likelihood	-42.771313					
Pseudo R2	0.8051					

Table A16a: Predictive Validity Test
Subscription v. Other Recruits
Bush Approval MNL (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
Approve						
gender	-1.20105	.8510459	-1.411	0.158	-2.869069	.4669694
age	.1394855	.2937352	0.475	0.635	-.4362248	.7151958
education	.4728123	.4381969	1.079	0.281	-.3860379	1.331663
protestant	1.220797	1.34483	0.908	0.364	-1.415021	3.856615
married	.0260559	.9670613	0.027	0.979	-1.869349	1.921461
n_east	-.9932715	1.240553	-0.801	0.423	-3.424712	1.438169
midwest	-1.568483	1.3026	-1.204	0.229	-4.121531	.9845654
south	.1273097	.9752151	0.131	0.896	-1.784077	2.038696
democrat	-3.650944	1.324372	-2.757	0.006	-6.246666	-1.055221
republican	3.878388	1.174364	3.303	0.001	1.576677	6.180099
protestant	.5844448	1.060474	0.551	0.582	-1.494046	2.662935
catholic	1.485113	1.079722	1.375	0.169	-.6311031	3.601329
jewish	.6441323	1.562618	0.412	0.680	-2.418543	3.706807
retro.pocketbook	-.6330388	.5532347	-1.144	0.253	-1.717359	.4512814
prosp.pocketbook	1.815961	.6437088	2.821	0.005	.5543153	3.077607
political informedness	-2.322004	1.639184	-1.417	0.157	-5.534745	.890738
gender*svo	.9552129	.8918313	1.071	0.284	-.7927442	2.70317
age*svo	-.0412112	.3058079	-0.135	0.893	-.6405836	.5581612
education*svo	-.6698676	.4550555	-1.472	0.141	-1.56176	.2220248
white*svo	-.9486353	1.384115	-0.685	0.493	-3.661452	1.764181
marr*svo	.7653379	1.00116	0.764	0.445	-1.196899	2.727575
n_est*svo	1.305464	1.310177	0.996	0.319	-1.262435	3.873363
midwest*svo	2.425728	1.358495	1.786	0.074	-.2368741	5.08833
south*svo	.930458	1.035386	0.899	0.369	-1.098862	2.959778
democrat*svo	3.074737	1.356644	2.266	0.023	.4157634	5.733711
republican*svo	-1.682969	1.242895	-1.354	0.176	-4.118999	.7530616
protestant*svo	-.5945453	1.103523	-0.539	0.590	-2.757411	1.56832
catholic*svo	-1.185193	1.140497	-1.039	0.299	-3.420525	1.05014
jewish*svo	-1.883663	1.943212	-0.969	0.332	-5.692289	1.924964
retro.pocketbook*svo	.8244153	.5723573	1.440	0.150	-.2973843	1.946215
prosp.pocketbook*svo	-.7459094	.6517071	-1.145	0.252	-2.023232	.5314129
political.informedness*svo	1.804359	1.685348	1.071	0.284	-1.498863	5.10758
constant	-3.62961	.7956909	-4.562	0.000	-5.189135	-2.070084

Table A16a (Cont.)

Don't Know						
gender	-1.432345	1.172106	-1.222	0.222	-3.729629	.8649401
age	.0512583	.3777436	0.136	0.892	-.6891055	.7916221
education	-.6224486	.5978035	-1.041	0.298	-1.794122	.5492248
protestant	-.7588091	1.628466	-0.466	0.641	-3.950544	2.432926
married	-2.720004	1.402223	-1.940	0.052	-5.46831	.0283022
n_east	4.538375	2.75369	1.648	0.099	-.8587592	9.935508
midwest	5.385754	2.809438	1.917	0.055	-.1206422	10.89215
south	5.946733	3.080161	1.931	0.054	-.0902707	11.98374
democrat	-.0367225	1.32795	-0.028	0.978	-2.639457	2.566013
republican	3.003818	1.927663	1.558	0.119	-.7743313	6.781968
protestant	.9265163	1.458742	0.635	0.525	-1.932566	3.785598
catholic	1.398798	1.44675	0.967	0.334	-1.436781	4.234376
jewish	3.075408	1.750685	1.757	0.079	-.3558712	6.506687
retro.pocketbook	-.2641657	.8737267	-0.302	0.762	-1.976639	1.448307
prosp.pocketbook	.7853971	.9031579	0.870	0.385	-.98476	2.555554
political informedness	-4.182131	2.91452	-1.435	0.151	-9.894485	1.530223
gender*svo	1.626751	1.205589	1.349	0.177	-.7361605	3.989662
age*svo	.0887839	.3875315	0.229	0.819	-.6707639	.8483317
education*svo	.5390207	.6112125	0.882	0.378	-.6589337	1.736975
white*svo	1.023358	1.671497	0.612	0.540	-2.252716	4.299433
marr*svo	2.844621	1.426177	1.995	0.046	.0493667	5.639876
n_est*svo	-4.795743	2.772432	-1.730	0.084	-10.22961	.6381228
midwest*svo	-4.864098	2.819997	-1.725	0.085	-10.39119	.6629947
south*svo	-5.475474	3.087712	-1.773	0.076	-11.52728	.5763301
democrat*svo	-.0818368	1.354866	-0.060	0.952	-2.737325	2.573651
republican*svo	-2.401595	1.98831	-1.208	0.227	-6.29861	1.49542
protestant*svo	-1.277201	1.4943	-0.855	0.393	-4.205975	1.651573
catholic*svo	-1.061501	1.492721	-0.711	0.477	-3.98718	1.864179
jewish*svo	-3.41909	1.959811	-1.745	0.081	-7.26025	.4220693
retro.pocketbook*svo	.1847631	.8846463	0.209	0.835	-1.549112	1.918638
prosp.pocketbook*svo	-.1161227	.9106303	-0.128	0.899	-1.900925	1.66868
political.informedness*svo	2.920659	2.940867	0.993	0.321	-2.843334	8.684653
constant	-1.993693	.7857259	-2.537	0.011	-3.533688	-.4536987
Number of obs	645					
LR chi2(64)	366.81					
Prob > chi2	0.0000					
Log likelihood	-497.99197					
Pseudo R2	0.2692					

Outcome "Disapprove" is the comparison group

Table A16b: Predictive Validity Test
Subscription v. Other Recruits
Bush Approval MNL (Nested Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
Approve						
gender	-.3501646	.2661381	-1.316	0.188	-.8717857	.1714564
age	.1028739	.094158	1.093	0.275	-.0816725	.2874203
education	-.2249388	.1146392	-1.962	0.050	-.4496275	-.0002502
protestant	.3708271	.3841056	0.965	0.334	-.382006	1.12366
married	.6471925	.2370065	2.731	0.006	.1826684	1.111717
n_east	.152733	.3747307	0.408	0.684	-.5817257	.8871918
midwest	.672577	.3361814	2.001	0.045	.0136735	1.33148
south	.9369476	.3134695	2.989	0.003	.3225587	1.551337
democrat	-.7804591	.2650407	-2.945	0.003	-1.299929	-.2609888
republican	2.444438	.37259	6.561	0.000	1.714175	3.174701
protestant	.1229545	.2792491	0.440	0.660	-.4243636	.6702726
catholic	.4650269	.3292758	1.412	0.158	-.1803419	1.110396
jewish	-1.161782	.8293718	-1.401	0.161	-2.787321	.4637566
retro.pocketbook	.0949865	.1296089	0.733	0.464	-.1590423	.3490152
prosp.pocketbook	1.061305	.1556977	6.816	0.000	.756143	1.366467
political informedness	-.6810186	.3828643	-1.779	0.075	-1.431419	.0693817
constant	-3.218455	.7609681	-4.229	0.000	-4.709925	-1.726985
Don't Know						
gender	.1172319	.2936202	0.399	0.690	-.4582532	.6927169
age	.1342723	.0975096	1.377	0.169	-.0568431	.3253877
education	-.166269	.1190804	-1.396	0.163	-.3996623	.0671242
protestant	.2300251	.3644932	0.631	0.528	-.4843684	.9444186
married	-.0947828	.2433579	-0.389	0.697	-.5717555	.3821898
n_east	-.0794955	.3892454	-0.204	0.838	-.8424025	.6834114
midwest	.6705538	.3351991	2.000	0.045	.0135756	1.327532
south	.6347155	.32446	1.956	0.050	-.0012144	1.270645
democrat	-.1829542	.2585255	-0.708	0.479	-.6896549	.3237465
republican	.8909486	.4550097	1.958	0.050	-.0008541	1.782751
protestant	-.2168907	.3004033	-0.722	0.470	-.8056703	.3718888
catholic	.3814081	.3383319	1.127	0.260	-.2817103	1.044526
jewish	-.180776	.6327415	-0.286	0.775	-1.420927	1.059375
retro.pocketbook	-.1520523	.1352259	-1.124	0.261	-.4170901	.1129856
prosp.pocketbook	.6619027	.1521851	4.349	0.000	.3636253	.96018
political informedness	-1.468511	.3801845	-3.863	0.000	-2.213659	-.7233633
constant	-1.647696	.7504355	-2.196	0.028	-3.118522	-.1768689
Number of obs	645					
LR chi2(32)	321.81					
Prob > chi2	0.0000					
Log likelihood	-520.49365					
Pseudo R2	0.2361					
Outcome "Disapprove" is the comparison group						

Table A17a: Predictive Validity Test
Subscription v. Other Recruits
Congress Approval MNL (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
Approve						
gender	-.049129	.4116446	-0.119	0.905	-.8559376	.7576796
age	-.4451165	.1574672	-2.827	0.005	-.7537465	-.1364864
education	.2425493	.2304044	1.053	0.292	-.209035	.6941336
protestant	.5504933	.6878453	0.800	0.424	-.7976587	1.898645
married	-.0447827	.4545814	-0.099	0.922	-.9357459	.8461805
n_east	1.410446	.6545296	2.155	0.031	.1275913	2.6933
midwest	.2960409	.5690929	0.520	0.603	-.8193607	1.411443
south	.0165922	.4940655	0.034	0.973	-.9517584	.9849428
democrat	-.7050983	.5550336	-1.270	0.204	-1.792944	.3827475
republican	.6644375	.5977989	1.111	0.266	-.5072267	1.836102
protestant	.6608447	.5214413	1.267	0.205	-.3611616	1.682851
catholic	1.156102	.5735882	2.016	0.044	.0318899	2.280314
jewish	-.169168	.8670767	-0.195	0.845	-1.868607	1.530271
retro.pocketbook	.0354215	.2430585	0.146	0.884	-.4409645	.5118074
prosp.pocketbook	.866244	.293214	2.954	0.003	.2915551	1.440933
political informedness	-.3296157	.9117149	-0.362	0.718	-2.116544	1.457313
gender*svo	.1691337	.4395155	0.385	0.700	-.6923007	1.030568
age*svo	.4109129	.1658908	2.477	0.013	.0857729	.7360529
education*svo	-.2879094	.2425342	-1.187	0.235	-.7632676	.1874488
white*svo	-.7374972	.7177368	-1.028	0.304	-2.144235	.6692411
marr*svo	.0700391	.4795498	0.146	0.884	-.8698613	1.00994
n_est*svo	-1.229213	.6939201	-1.771	0.076	-2.589272	.1308451
midwest*svo	.182641	.6041574	0.302	0.762	-1.001486	1.366768
south*svo	.3585228	.5314433	0.675	0.500	-.6830868	1.400132
democrat*svo	.8611349	.5810843	1.482	0.138	-.2777695	2.000039
republican*svo	.5485016	.6306178	0.870	0.384	-.6874865	1.78449
protestant*svo	-.4863934	.5524859	-0.880	0.379	-1.569246	.596459
catholic*svo	-1.015567	.6121757	-1.659	0.097	-2.21541	.1842749
jewish*svo	.4235207	1.0187	0.416	0.678	-1.573095	2.420137
retro.pocketbook*svo	.3324904	.2566428	1.296	0.195	-.1705203	.835501
prosp.pocketbook*svo	-.5185693	.3012663	-1.721	0.085	-1.10904	.0719018
political.informedness*svo	.1599687	.9375069	0.171	0.865	-1.677511	1.997449
constant	-2.218814	.4492786	-4.939	0.000	-3.099384	-1.338244

Table A17a (Cont.)

Don't Know						
gender	1.604723	.5603364	2.864	0.004	.5064839	2.702962
age	-.1446436	.1670724	-0.866	0.387	-.4720995	.1828123
education	.2857907	.2549447	1.121	0.262	-.2138917	.785473
protestant	.4667157	.8047748	0.580	0.562	-1.110614	2.044045
married	-.544317	.5148731	-1.057	0.290	-1.55345	.4648157
n_east	1.859626	.7298177	2.548	0.011	.4292097	3.290043
midwest	.5497648	.6629257	0.829	0.407	-.7495457	1.849075
south	.3733114	.618658	0.603	0.546	-.839236	1.585859
democrat	-1.524499	.6555307	-2.326	0.020	-2.809316	-.2396824
republican	-.1036699	.7237372	-0.143	0.886	-1.522169	1.314829
protestant	.422909	.6261446	0.675	0.499	-.8043118	1.65013
catholic	.5150527	.7054147	0.730	0.465	-.8675346	1.89764
jewish	1.339868	.8919197	1.502	0.133	-.4082626	3.087998
retro.pocketbook	-.7380135	.3130764	-2.357	0.018	-1.351632	-.124395
prosp.pocketbook	.2836026	.347687	0.816	0.415	-.3978514	.9650566
political informedness	-1.753906	.9473976	-1.851	0.064	-3.610771	.102959
gender*svo	-.8540199	.5848759	-1.460	0.144	-2.000356	.2923157
age*svo	-.0646325	.1750091	-0.369	0.712	-.4076441	.2783791
education*svo	-.4222279	.2651821	-1.592	0.111	-.9419754	.0975195
white*svo	-.3317896	.8298078	-0.400	0.689	-1.958183	1.294604
marr*svo	.5995526	.5354878	1.120	0.263	-.4499841	1.649089
n_est*svo	-1.77896	.7630848	-2.331	0.020	-3.274578	-.2833412
midwest*svo	-.2272125	.6896387	-0.329	0.742	-1.57888	1.124455
south*svo	.0855316	.645004	0.133	0.895	-1.178653	1.349716
democrat*svo	1.507915	.6747425	2.235	0.025	.1854435	2.830386
republican*svo	.5161437	.7547691	0.684	0.494	-.9631765	1.995464
protestant*svo	-.4831031	.6530751	-0.740	0.459	-1.763107	.7969006
catholic*svo	-.447795	.7346728	-0.610	0.542	-1.887727	.9921372
jewish*svo	-.7141793	1.033351	-0.691	0.489	-2.73951	1.311152
retro.pocketbook*svo	.9133923	.3231629	2.826	0.005	.2800047	1.54678
prosp.pocketbook*svo	-.1648177	.3542696	-0.465	0.642	-.8591734	.529538
political.informedness*svo	.5784438	.9711358	0.596	0.551	-1.324947	2.481835
constant	-.3423416	.4324236	-0.792	0.429	-1.189876	.5051931
Number of obs	1447					
LR chi2(64)	350.15					
Prob > chi2	0.0000					
Log likelihood	-1383.1841					
Pseudo R2	0.1124					

Outcome "Disapprove" is the comparison group

Table A17b: Predictive Validity Test
Subscription v. Other Recruits
Congress Approval MNL (Nested Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
Approve						
gender	.0493612	.1541981	0.320	0.749	-.2528615	.3515839
age	-.086512	.0554682	-1.560	0.119	-.1952276	.0222037
education	-.0139165	.0710882	-0.196	0.845	-.1532468	.1254138
protestant	-.1310429	.212132	-0.618	0.537	-.546814	.2847281
married	-.0007416	.1416888	-0.005	0.996	-.2784465	.2769633
n_east	.3129285	.2202544	1.421	0.155	-.1187622	.7446193
midwest	.5000286	.1979255	2.526	0.012	.1121018	.8879554
south	.3675678	.1851748	1.985	0.047	.0046318	.7305038
democrat	.0824921	.1648544	0.500	0.617	-.2406166	.4056008
republican	1.205291	.1867326	6.455	0.000	.8393022	1.57128
protestant	.2583327	.1675185	1.542	0.123	-.0699975	.586663
catholic	.2918489	.1947292	1.499	0.134	-.0898133	.673511
jewish	.0634042	.4310005	0.147	0.883	-.7813412	.9081496
retro.pocketbook	.3278405	.0806191	4.067	0.000	.16983	.48585
prosp.pocketbook	.3812724	.0845257	4.511	0.000	.2156051	.5469397
political informedness	-.1588088	.2240919	-0.709	0.479	-.5980208	.2804032
constant	-2.127448	.4404697	-4.830	0.000	-2.990752	-1.264143
Don't Know						
gender	.7777454	.1776229	4.379	0.000	.4296109	1.12588
age	-.2059216	.0580906	-3.545	0.000	-.3197771	-.092066
education	-.1063468	.0714397	-1.489	0.137	-.2463661	.033672
protestant	.1353938	.2160874	0.627	0.531	-.2881297	.5589174
married	.0113063	.1385973	0.082	0.935	-.2603394	.282952
n_east	.2269653	.2201736	1.031	0.303	-.204567	.6584975
midwest	.3719148	.1968104	1.890	0.059	-.0138264	.7576561
south	.4756987	.1846403	2.576	0.010	.1138104	.8375871
democrat	-.1125922	.1543325	-0.730	0.466	-.4150784	.1898939
republican	.4367263	.2012245	2.170	0.030	.0423336	.8311191
protestant	-.0228429	.1736428	-0.132	0.895	-.3631765	.3174907
catholic	.1284074	.1924603	0.667	0.505	-.2488078	.5056227
jewish	.5982219	.4177541	1.432	0.152	-.2205612	1.417005
retro.pocketbook	.101502	.0787282	1.289	0.197	-.0528024	.2558064
prosp.pocketbook	.1327268	.0807402	1.644	0.100	-.025521	.2909747
political informedness	-1.222324	.2118048	-5.771	0.000	-1.637453	-.807194
constant	-.3271071	.4258896	-0.768	0.442	-1.161835	.5076212
Number of obs	1447					
LR chi2(32)	305.33					
Prob > chi2	0.0000					
Log likelihood	-1405.594					
Pseudo R2	0.0980					
Outcome "Disapprove" is the comparison group						

Table A18a: Predictive Validity Test
Subscription v. Other Recruits
Court Approval MNL (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
Approve						
gender	-.685221	.4210683	-1.627	0.104	-1.5105	.1400576
age	-.2185648	.159487	-1.370	0.171	-.5311535	.0940239
education	.0160186	.229621	0.070	0.944	-.4340304	.4660676
protestant	-.728137	.6932803	-1.050	0.294	-2.086941	.6306673
married	-.0723983	.4576437	-0.158	0.874	-.9693635	.8245668
n_east	-.1008189	.6592468	-0.153	0.878	-1.392919	1.191281
midwest	-.0487262	.583896	-0.083	0.933	-1.193141	1.095689
south	.4091051	.5048706	0.810	0.418	-.580423	1.398633
democrat	-.6713214	.5363725	-1.252	0.211	-1.722592	.3799494
republican	.9228737	.631244	1.462	0.144	-.3143418	2.160089
protestant	.5714867	.5393322	1.060	0.289	-.485585	1.628558
catholic	1.097741	.5855432	1.875	0.061	-.0499026	2.245384
jewish	-.6616519	.818556	-0.808	0.419	-2.265992	.9426884
retro.pocketbook	-.196838	.2525838	-0.779	0.436	-.6918931	.2982171
prosp.pocketbook	1.104992	.313819	3.521	0.000	.4899184	1.720066
political informedness	.6999599	.9253584	0.756	0.449	-1.113709	2.513629
gender*svo	.6221791	.44613	1.395	0.163	-.2522198	1.496578
age*svo	.2638085	.1668478	1.581	0.114	-.0632071	.5908242
education*svo	-.0861979	.2407053	-0.358	0.720	-.5579717	.3855758
white*svo	1.091057	.7226674	1.510	0.131	-.325345	2.507459
marr*svo	.0691883	.4802142	0.144	0.885	-.8720142	1.010391
n_est*svo	-.3397482	.6945956	-0.489	0.625	-1.701131	1.021634
midwest*svo	-.0127001	.6143966	-0.021	0.984	-1.216895	1.191495
south*svo	-.3920302	.5366518	-0.731	0.465	-1.443848	.659788
democrat*svo	.6642733	.5591163	1.188	0.235	-.4315744	1.760121
republican*svo	-.0383852	.663479	-0.058	0.954	-1.33878	1.26201
protestant*svo	-.7405973	.567059	-1.306	0.192	-1.852013	.3708179
catholic*svo	-.7558856	.6199575	-1.219	0.223	-1.97098	.4592087
jewish*svo	.4607939	.9723052	0.474	0.636	-1.444889	2.366477
retro.pocketbook*svo	.4482278	.2645849	1.694	0.090	-.0703491	.9668047
prosp.pocketbook*svo	-.8346292	.320443	-2.605	0.009	-1.462686	-.2065725
political.informedness*svo	-.8938557	.9480558	-0.943	0.346	-2.752011	.9642995
constant	-1.283231	.4310546	-2.977	0.003	-2.128083	-.43838

Table A18a (Cont.)

Don't Know						
gender	.7117837	.5377319	1.324	0.186	-.3421514	1.765719
age	.0277379	.1687959	0.164	0.869	-.303096	.3585718
education	-.0297448	.247198	-0.120	0.904	-.514244	.4547543
protestant	-.2968605	.7988677	-0.372	0.710	-1.862612	1.268891
married	-.5287668	.518848	-1.019	0.308	-1.54569	.4881566
n_east	1.207369	.717322	1.683	0.092	-.1985565	2.613294
midwest	.5850312	.6681441	0.876	0.381	-.7245072	1.89457
south	.8041624	.6193757	1.298	0.194	-.4097916	2.018116
democrat	-1.418774	.6148977	-2.307	0.021	-2.623951	-.2135962
republican	.5896538	.7084149	0.832	0.405	-.7988139	1.978122
protestant	.2161638	.5980148	0.361	0.718	-.9559237	1.388251
catholic	-.0641117	.6919857	-0.093	0.926	-1.420379	1.292155
jewish	-.8578603	1.187581	-0.722	0.470	-3.185476	1.46975
retro.pocketbook	-.3027817	.3134811	-0.966	0.334	-.9171934	.31163
prosp.pocketbook	.0213882	.3580495	0.060	0.952	-.6803759	.7231523
political informedness	-1.03185	.9415078	-1.096	0.273	-2.877172	.8134709
gender*svo	-.1886612	.5653457	-0.334	0.739	-1.296718	.9193961
age*svo	-.1682494	.1775136	-0.948	0.343	-.5161697	.1796709
education*svo	-.077269	.2587694	-0.299	0.765	-.5844478	.4299097
white*svo	.3777094	.8240414	0.458	0.647	-1.237382	1.992801
marr*svo	.5345504	.5415239	0.987	0.324	-.526817	1.595918
n_est*svo	-1.367642	.7538314	-1.814	0.070	-2.845125	.10984
midwest*svo	-.4765046	.6981327	-0.683	0.495	-1.84482	.8918104
south*svo	-.6300125	.6493334	-0.970	0.332	-1.902683	.6426575
democrat*svo	1.062356	.637559	1.666	0.096	-.1872364	2.311949
republican*svo	-.0356926	.7426227	-0.048	0.962	-1.491206	1.419821
protestant*svo	-.2717191	.6275706	-0.433	0.665	-1.501735	.9582967
catholic*svo	.1740878	.7273529	0.239	0.811	-1.251498	1.599673
jewish*svo	1.465165	1.301073	1.126	0.260	-1.084892	4.015221
retro.pocketbook*svo	.3805542	.3244195	1.173	0.241	-.2552963	1.016405
prosp.pocketbook*svo	.0585473	.3651817	0.160	0.873	-.6571956	.7742902
political.informedness*svo	-.5520904	.9684858	-0.570	0.569	-2.450288	1.346107
constant	.5635515	.4485325	1.256	0.209	-.315556	1.442659
Number of obs	1438					
LR chi2(64)	322.50					
Prob ¿ chi2	0.0000					
Log likelihood	-1411.2444					
Pseudo R2	0.1025					
Outcome "Disapprove" is the comparison group						

Table A18b: Predictive Validity Test
Subscription v. Other Recruits
Court Approval MNL (Nested Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
Approve						
gender	-.1714716	.1490239	-1.151	0.250	-.4635531	.1206098
age	.0143193	.0538864	0.266	0.790	-.0912962	.1199348
education	-.0734895	.0683553	-1.075	0.282	-.2074634	.0604844
protestant	.2288317	.2093852	1.093	0.274	-.1815556	.6392191
married	.008528	.1358566	0.063	0.950	-.2577461	.274802
n_east	-.3786524	.2104802	-1.799	0.072	-.7911861	.0338812
midwest	-.0294779	.1880016	-0.157	0.875	-.3979542	.3389984
south	.0934649	.1744867	0.536	0.592	-.2485228	.4354526
democrat	-.122177	.1523887	-0.802	0.423	-.4208535	.1764994
republican	.9500893	.1915928	4.959	0.000	.5745743	1.325604
protestant	-.0446409	.1625731	-0.275	0.784	-.3632783	.2739965
catholic	.4601223	.1886622	2.439	0.015	.0903513	.8298934
jewish	-.5735556	.4171596	-1.375	0.169	-1.391173	.2440621
retro.pocketbook	.1878002	.0773897	2.427	0.015	.0361191	.3394812
prosp.pocketbook	.3263314	.0797827	4.090	0.000	.1699601	.4827027
political informedness	-.1659195	.2159314	-0.768	0.442	-.5891374	.2572983
constant	-1.069334	.4220918	-2.533	0.011	-1.896618	-.242049
Don't Know						
gender	.5095437	.1828832	2.786	0.005	.1510993	.8679882
age	-.1270329	.061065	-2.080	0.037	-.2467181	-.0073478
education	-.1031842	.0750804	-1.374	0.169	-.2503391	.0439707
protestant	.0173434	.2193374	0.079	0.937	-.4125501	.4472369
married	-.0198128	.1460116	-0.136	0.892	-.3059902	.2663647
n_east	-.0005342	.2281417	-0.002	0.998	-.4476836	.4466153
midwest	.1960781	.2065709	0.949	0.343	-.2087935	.6009497
south	.2873046	.1967095	1.461	0.144	-.098239	.6728482
democrat	-.4621611	.1631207	-2.833	0.005	-.7818717	-.1424504
republican	.627892	.2107246	2.980	0.003	.2148793	1.040905
protestant	-.0148867	.179334	-0.083	0.934	-.3663749	.336601
catholic	.1348185	.2098302	0.643	0.521	-.2764411	.5460782
jewish	.0902221	.4553677	0.198	0.843	-.8022821	.9827263
retro.pocketbook	.0240775	.0829064	0.290	0.771	-.1384161	.186571
prosp.pocketbook	.0809124	.0843659	0.959	0.338	-.0844417	.2462665
political informedness	-1.557555	.2255755	-6.905	0.000	-1.999675	-1.115435
constant	.5959388	.4443817	1.341	0.180	-.2750334	1.466911
Number of obs	1438					
LR chi2(32)	281.02					
Prob ¿ chi2	0.0000					
Pseudo R2	0.0894					
Outcome "Disapprove" is the comparison group						

Table A19: Predictive Validity Test
Subscription v. Other Recruits
Bush Thermometer Regression (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
gender	-2.770814	4.674146	-0.593	0.553	-11.94307	6.401444
age	.2025881	1.650722	0.123	0.902	-3.036688	3.441864
education	-3.671185	2.336267	-1.571	0.116	-8.255734	.9133637
protestant	3.46068	7.949605	0.435	0.663	-12.13914	19.0605
married	9.281776	5.154348	1.801	0.072	-.8328017	19.39635
n_east	.9290764	7.069965	0.131	0.895	-12.94459	14.80274
midwest	.4811783	6.853781	0.070	0.944	-12.96826	13.93062
south	5.188989	5.656475	0.917	0.359	-5.910934	16.28891
democrat	-19.73148	6.180588	-3.192	0.001	-31.85989	-7.603073
republican	28.39414	6.995478	4.059	0.000	14.66664	42.12164
protestant	5.049788	6.059889	0.833	0.405	-6.841769	16.94135
catholic	2.137567	6.685973	0.320	0.749	-10.98258	15.25771
jewish	3.413967	9.076698	0.376	0.707	-14.39759	21.22553
retro.pocketbook	1.116841	2.836488	0.394	0.694	-4.449311	6.682993
prosp.pocketbook	10.83405	3.191526	3.395	0.001	4.571192	17.0969
gender*svo	.1716652	5.074109	0.034	0.973	-9.785456	10.12879
age*svo	1.840476	1.774376	1.037	0.300	-1.641452	5.322403
education*svo	-.2467485	2.500981	-0.099	0.921	-5.154521	4.661024
white*svo	-1.406339	8.346217	-0.169	0.866	-17.78445	14.97177
marr*svo	-5.906844	5.511696	-1.072	0.284	-16.72266	4.908971
n_est*svo	-1.106495	7.658908	-0.144	0.885	-16.13587	13.92288
midwest*svo	2.954973	7.354112	0.402	0.688	-11.47629	17.38623
south*svo	4.116698	6.173286	0.667	0.505	-7.997382	16.23078
democrat*svo	7.445329	6.5371	1.139	0.255	-5.382677	20.27334
republican*svo	-.3602771	7.477407	-0.048	0.962	-15.03349	14.31293
protestant*svo	-.1802768	6.501946	-0.028	0.978	-12.9393	12.57875
catholic*svo	3.988476	7.228061	0.552	0.581	-10.19543	18.17238
jewish*svo	.0174908	11.35802	0.002	0.999	-22.2708	22.30578
retro.pocketbook*svo	.7932097	3.002345	0.264	0.792	-5.098409	6.684829
prosp.pocketbook*svo	-1.258568	3.313612	-0.380	0.704	-7.760998	5.243861
constant	12.86694	5.598078	2.298	0.022	1.881612	23.85227
F(30, 1000)	21.39					
Prob > F	0.0000					
R-squared	0.3909					

Table A20: Predictive Validity Test
Subscription v. Other Recruits
Gore Thermometer Regression (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
gender	4.126424	4.757754	0.867	0.386	-5.209847	13.46269
age	.9873578	1.667985	0.592	0.554	-2.285775	4.260491
education	-1.606348	2.388822	-0.672	0.501	-6.293999	3.081303
protestant	-5.933668	7.794297	-0.761	0.447	-21.22863	9.361292
married	1.494966	5.405777	0.277	0.782	-9.112937	12.10287
n_east	9.865622	7.400658	1.333	0.183	-4.656891	24.38814
midwest	7.110228	6.862876	1.036	0.300	-6.35698	20.57744
south	-2.957365	5.758017	-0.514	0.608	-14.25648	8.341748
democrat	12.30119	6.323528	1.945	0.052	-.1076429	24.71002
republican	-29.46632	7.442619	-3.959	0.000	-44.07118	-14.86147
protestant	2.379069	6.400612	0.372	0.710	-10.18103	14.93916
catholic	3.680872	6.94684	0.530	0.596	-9.951101	17.31285
jewish	-4.962907	9.118113	-0.544	0.586	-22.85563	12.92981
retro.pocketbook	5.431405	2.73258	1.988	0.047	.0691884	10.79362
prosp.pocketbook	-6.132182	3.240634	-1.892	0.059	-12.49137	.2270027
gender*svo	-.4602126	5.192746	-0.089	0.929	-10.65008	9.729654
age*svo	-1.192005	1.798368	-0.663	0.508	-4.720991	2.336982
education*svo	3.182118	2.543269	1.251	0.211	-1.808609	8.172845
white*svo	6.553307	8.182523	0.801	0.423	-9.503481	22.61009
marr*svo	-9.133935	5.766799	-1.584	0.114	-20.45028	2.182412
n_est*svo	-7.836143	8.012585	-0.978	0.328	-23.55946	7.88717
midwest*svo	-11.53659	7.362603	-1.567	0.117	-25.98442	2.911249
south*svo	.7909739	6.26552	0.126	0.900	-11.50403	13.08597
democrat*svo	11.17726	6.670842	1.676	0.094	-1.913114	24.26763
republican*svo	10.49492	7.907025	1.327	0.185	-5.021246	26.01109
protestant*svo	-.6317816	6.839092	-0.092	0.926	-14.05232	12.78875
catholic*svo	.6107421	7.498152	0.081	0.935	-14.10309	15.32457
jewish*svo	17.49486	11.32417	1.545	0.123	-4.72686	39.71658
retro.pocketbook*svo	-5.059425	2.921149	-1.732	0.084	-10.79167	.6728253
prosp.pocketbook*svo	.0330813	3.371508	0.010	0.992	-6.58292	6.649083
constant	56.9135	5.626095	10.116	0.000	45.87326	67.95374
F(30, 1005)	16.15					
Prob > F	0.0000					
R-squared	0.3253					

Table A21a: Predictive Validity Test
Subscription v. Other Recruits
Presidential Support Probit — Bush v. Gore (Large Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
gender	-.3744337	1.550431	-0.242	0.809	-3.413223	2.664356
education	-1.030734	1.055594	-0.976	0.329	-3.099661	1.038193
republican	4.597362	4.163595	1.104	0.270	-3.563135	12.75786
retro.pocketbook	.6987614	.8849445	0.790	0.430	-1.035698	2.433221
prosp.pocketbook	-2.141092	1.601383	-1.337	0.181	-5.279746	.997561
gore.therm	.1257913	.0908446	1.385	0.166	-.0522609	.3038435
gore.therm	-.0458543	.0471603	-0.972	0.331	-.1382867	.0465781
gender*svo	-.3046962	1.680797	-0.181	0.856	-3.598998	2.989605
education*svo	1.241504	1.089671	1.139	0.255	-.8942113	3.377219
republican*svo	-4.521746	4.200722	-1.076	0.282	-12.75501	3.711517
retro.pocketbook*svo	-1.051414	.9247903	-1.137	0.256	-2.86397	.7611413
prosp.pocketbook*svo	2.532866	1.642428	1.542	0.123	-.6862343	5.751966
bush.therm*svo	.0103698	.0980464	0.106	0.916	-.1817977	.2025372
gore.therm*svo	-.0925867	.0583295	-1.587	0.112	-.2069104	.0217369
constant	-.5131667	1.071505	-0.479	0.632	-2.613277	1.586944
Number of obs	531					
LR chi2(14)	665.24					
Prob > chi2	0.0000					
Log likelihood	-25.385598					
Pseudo R2	0.9291					

Table A21b: Predictive Validity Test
Subscription v. Other Recruits
Presidential Support Probit — Bush v. Gore (Nested Model)

	Coed.	Sty. Err.	z	P-Value	[95% Conf.	Interval]
gore.therm	.079399	.0119512	6.644	0.000	.055975	.1028229
gender	.0935156	.3924639	0.238	0.812	-.6756994	.8627307
education	-.0352657	.1532199	-0.230	0.818	-.3355712	.2650397
republican	.7665805	.4196336	1.827	0.068	-.0558862	1.589047
retro.pocketbook	-.1443474	.1919312	-0.752	0.452	-.5205256	.2318309
prosp.pocketbook	-.0461896	.2598502	-0.178	0.859	-.5554866	.4631074
gore.therm	-.0703021	.0116973	-6.010	0.000	-.0932284	-.0473758
constant	-.6785208	.7663924	-0.885	0.376	-2.180622	.8235806
Number of obs	531					
LR chi2(7)	644.18					
Prob ¿ chi2	0.0000					
Log likelihood	-35.915433					
Pseudo R2	0.8997					