

Campaign Effects in the 2008 Election: Money, Ads and Mobilization

National Annenberg Election Study Panel

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- 5 waves of data collection, beginning pre-primary and ending post-election
- Sample of 20,000 re-interviewed at a random time within each of the 5 waves
- Refresher samples of new panelists each wave

Data Collection Waves	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	
Field Period	Oct-Dec 2007	Jan 1- March 31 2008	April 1- Aug 28 2008	Aug 29- Nov 4 2008	Nov 5 2008- Jan 31 2009	Totals
Panel Sample	18,200	14,560	13,650	12,740	11,830	70,980
New KN Sample- First NAES Survey	1,800	1,800	3,000	1,300	1,800	9,700
New KN Sample- Followup NAES Survey		1,440	2,790	5,010	5,720	14,960
Totals with Attrition	20,000	17,800	19,440	19,050	19,350	95,640

Some Preliminary Campaign Effects Findings

And the good news is ...

- From Wave 1 to Wave 2, people became significantly less cynical about the influence of money on election outcomes. They became less likely to say that the candidate who wins is the one who raises the most money, and more likely to say that the best candidate wins.
- Although perceptions of race relations are generally more positive among whites than blacks, perceptions of the *future* of race relations have become equally optimistic among the two groups just recently.
- From Wave 1 to the present (Wave 4), there has been a small, but significant decline in the extent to which whites think that black politicians will favor the interests of blacks (e.g., Would black elected officials favor blacks over whites in policies, appointments, etc.?).
- Contrary to The Daily Show's suggestion, Hillary Clinton's greater popularity among Democratic women relative to men was not based on sheer gynecological equivalence. It was driven by *men's* perceptions that female elected officials would be likely to favor women at the expense of men.
- Sarah Palin's contribution to John McCain's campaign was to cause voters to perceive him as more conservative than they did previously, thus providing voters with more ideologically distinct choices.

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