

Supplemental Appendix

Should Campaigns Respond to Electability Arguments?

Table A1. Study 1 analyses: Student sample.

	(1)	(2)	(3)	(4)
	Logit coeff.	Odds ratio	Logit coeff.	Odds ratio
	Dayton (D) win ranking		Johnson (R) win ranking	
Campaign response	-1.034*** (0.323)	0.356*** (0.115)	0.367 (0.334)	1.443 (0.482)
Source (newspaper or blog)	0.075 (0.315)	1.078 (0.340)	-0.196 (0.335)	0.822 (0.275)
Constant: Cut 1	-1.594 (0.544)	0.203 (0.111)	0.126 (0.540)	1.134 (0.612)
Constant: Cut 2	0.045 (0.532)	1.046 (0.556)	1.178** (0.550)	3.248** (1.785)
Constant: Cut 3	0.801 (0.538)	2.228 (1.198)	2.125*** (0.587)	8.373*** (4.913)
Observations	134	134	134	134

Note. Standard errors in parentheses. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Table A2. Study 2 analyses: Mechanical Turk sample.

	(1)	(2)	(3)	(4)
	Logit coeff.	Odds ratio	Logit coeff.	Odds ratio
	Dayton (D) win ranking		Johnson (R) win ranking	
Campaign response	-0.599*** (0.149)	0.549*** (0.0818)	0.355** (0.167)	1.426** (0.239)
Newspaper (not blog)	-0.264* (0.148)	0.768* (0.113)	0.0105 (0.166)	1.011 (0.168)
Constant: Cut 1	-1.883 (0.265)	0.152 (0.0404)	0.962 (0.288)	2.617 (0.755)
Constant: Cut 2	0.297 (0.253)	1.345 (0.341)	2.117 (0.301)	8.303 (2.496)
Constant: Cut 3	0.857 (0.257)	2.355 (0.605)	3.019 (0.325)	20.46 (6.649)
Observations	647	647	647	647

Note. Table corresponds with Figure 1. Standard errors in parentheses. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Table A3. Projected win rankings and preferences rankings for Dayton (D), with sample restricted to Democrats (Columns 1-4) and Leaners + Independents (Columns 5-8).

	(1) Logit coeff.	(2) Odds ratio	(3) Logit coeff.	(4) Odds ratio	(5) Logit coeff.	(6) Odds ratio	(7) Logit coeff.	(8) Odds ratio
	Dayton (D) win ranking		Dayton (D) preference ranking		Dayton (D) win ranking		Dayton (D) preference ranking	
	Democrats only				Leaners and independents only			
Campaign response	-0.676*** (0.223)	0.508*** (0.113)	-0.226 (0.352)	0.798 (0.281)	-0.589** (0.255)	0.555** (0.142)	-0.110 (0.268)	0.896 (0.241)
Newspaper (not blog)	-0.475** (0.222)	0.622** (0.138)	-0.260 (0.352)	0.771 (0.271)	-0.103 (0.252)	0.902 (0.228)	-0.199 (0.269)	0.819 (0.220)
Constant: Cut 1	-2.087*** (0.405)	0.124*** (0.0503)	1.428** (0.589)	4.172** (2.457)	-1.670*** (0.434)	0.188*** (0.0816)	0.151 (0.441)	1.164 (0.513)
Constant: Cut 2	0.141 (0.383)	1.152 (0.442)	1.958*** (0.601)	7.088*** (4.263)	0.612 (0.417)	1.844 (0.769)	1.082** (0.448)	2.950** (1.323)
Constant: Cut 3	0.807** (0.390)	2.242** (0.875)	2.566*** (0.628)	13.01*** (8.175)	1.126*** (0.424)	3.083*** (1.308)	1.721*** (0.465)	5.590*** (2.598)
Observations	294	294	294	294	223	223	223	223

Note. Table corresponds with Figure 2. Standard errors in parentheses. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure A1. Article treatment, newspaper version.



Minnesota Democrats' best hope to beat Jeff Johnson? Vote Republican

By **John Mann** on May 15, 2015 at 6:37 AM, updated May 16, 2015 at 11:38 PM

Last week, I argued that Sen. Jeff Johnson - the undisputed leader in this year's governor's race - should be nervous because of our electorate's long history of punishing frontrunners and promoting also-rans.

Now, a counterpoint to that argument: Unless the state's Democrats acknowledge their unprecedented unpopularity, Johnson may coast to victory. If they are smart, Democrats might decide the campaign and defeat Johnson, their bete noir.

A new poll by Media Opinion Research shows Johnson with a commanding lead of 38 percent. The lone Democrat, State Rep. Mark Dayton, trails him with 25 percent. Further behind are Lt. Gov Kurt Zellers, at 16 percent, and Public Service Commissioner Marty Seifert, at 5 percent.

Assuming most Democratic voters will support Dayton, he appears poised to claim a runoff spot with Johnson. Let's get to the point: A Democrat, even one as effective, honest and politically moderate as Dayton, cannot win a Minnesota statewide election. Twenty years ago, someone like Dayton would have been unbeatable. Today, however, a vote for the Amite Democrat is, for all practical purposes, a vote for Johnson.

For this column, I consulted a dozen political observers, Democratic operatives and former elected officials, none of them affiliated with Dayton's campaign. Not one of them believes Dayton stands a chance against Johnson.

Evidence of the Democrats' collapse is that their party, for the first time in more than 145 years, does not hold one statewide elected office. Democrats must face facts. This is a GOP state, not just in national elections, but statewide contests, too. Most striking is the almost complete abandonment of the party by white voters.

If Democrats have any power left in Minnesota politics, it is electing moderate Republicans. That's not a goal that will launch Democratic activists out of bed each morning but it's about all the power the party has left (in statewide elections, at least). If Democratic voters are wise, they'll put someone other than Dayton in the runoff with Johnson. Otherwise, with their votes for Dayton, they'll be sending Johnson to the governor's mansion.

*John Mann, an author and former U.S. Senate and gubernatorial staffer, holds the Chair in Journalism at Minnesota University. Read more from him at his blog, **Something Like the Truth**. Follow him on Twitter [@JohnMannJr](#) or email him at john.mann@outlook.com.*

Figure A2. Article treatment, blog version.

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Minnesota Democrats' best chance to beat Jeff Johnson? Vote Republican

By John Mann

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Assuming most Democratic voters will support Dayton, he appears poised to claim a runoff spot with Johnson. Let's get to the point: A Democrat, even one as effective, honest and politically moderate as Dayton, cannot win a Minnesota statewide election. Twenty years ago, someone like Dayton would have been unbeatable. Today, however, a vote for the Cold Springs Democrat is, for all practical purposes, a vote for Johnson.

For this column, I consulted a dozen political observers, Democratic operatives and former elected officials, none of them affiliated with Dayton's campaign. Not one of them believes Dayton stands a chance against Johnson.

Evidence of the Democrats' collapse is that their party, for the first time in more than 145 years, does not hold one statewide elected office. Democrats must face facts. This is a GOP state, not just in national elections, but statewide contests, too. Most striking is the almost complete abandonment of the party by white voters.

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 **John Mann**

Political historian, journalist, professor at the School of Mass Communication at MU.

🕒 May 15, 2015

📁 [Minnesota Politics, Politics](#)

🔗 [Jeff Johnson](#), [Kurt Zellers](#), [Mark Dayton](#), [Minnesota governor's race](#), [Minnesota politics](#), [Marty Seifer](#)

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Figure A3. Dayton campaign response treatment.


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Dayton: Voters Won't Be Fooled in Battle to Save Minnesota

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A vote for Mark Dayton is a vote for the only candidate who has stood up to Tim Pawlenty from the beginning; all while my opponents helped and cheered him along his destructive path. It's a vote for a West Point graduate who proudly served his country as an Airborne Ranger in the 82nd Airborne Division. A vote for family values that aren't just preached, but lived. A vote to invest in our children's future and higher education, because nothing is more crucial to Minnesota's legacy. A vote to bring our tax dollars home and provide healthcare to hundreds of thousands of working families. A vote for a Pro-Life, Pro-Gun, Conservative Democrat. A vote for Mark Dayton is a vote for the only candidate who will save Minnesota from another four years of Tim Pawlenty's calamitous policies. It's a vote to put Minnesota first.

To say that doesn't matter, or that voters won't care because of the letter behind my name, is offensive to the hundreds of thousands of families who have been irreparably damaged by the Pawlenty Administration and the career politicians running to replace him. Minnesota wants and deserves change, and that won't come from candidates who want to duplicate or double down on the same broken policies that got us here.

I would like to thank Mr. Mann for acknowledging that I have been an "effective, honest, and politically moderate" leader during my time in the legislature. And I'd also like to thank God that Minnesota's future is not determined by the opinion of political pundits, it's determined by the people. And I firmly believe that the people of Minnesota see more than just a letter behind the candidate's name.

- State Representative Mark Dayton, Candidate for Governor

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