Variable name: Caseid Variable label: CASE ID Variable type: continuous

Variable name: bgweight

Variable label: weights for battleground vs. non-battleground

Variable type: weight

Notes: bgweight should be used to compare between Battle-ground and non Battle-ground states

Variable name: natweight

Variable label: weights for nationally representative sample

Variable type: weight

*Notes: natweight* should be used for inferences about the general population.

### **Baseline Wave:**

Variable name: bdisp

Variable label: BASELINE INTERVIEW DISPOSITION

Valid codes: <1> Complete

<2> Started - Not Complete

<3> Never Started

### Module attentiveness:

Variable name: BCAP1\_

<1> Look up movie times

<2> Plan vacations

<3> Find restaurants

<4> Get directions

<5> Read about politics

<6> Keep in touch with friends

<7> Pay bills

<8> Read the news

<9> Look at sports highlights

<10> Shopping

<11 fixed> Other

Variable label: USE INTERNET (7 DAYS)

Question: We are interested in the kinds of things people do when they use the Internet. What kinds of things have you used the Internet to do in the LAST SEVEN DAYS? (Choose as many as apply to you)

Variable type: categorical

Order: randomized

Valid codes: <1> Yes <2> No

Missing values:

<8> Skipped

<9> Not asked

Variable name: BCAP10

Variable label: USE INTERNET (7 DAYS) - OTHER TEXT

Question: We are interested in the kinds of things people do when they use the Internet. What kinds of

things have you used the Internet to do in the LAST SEVEN DAYS?

Variable type: String Order: randomized Missing values: None

Variable name: BCAP2

<1> Sports

<2> Movies

<3> Prime time shows (like "Two and a Half Men", or "Grey's Anatomy")

<4> News programs (like "60 Minutes", "Dateline", "Primetime Live", "Anderson Cooper 360" or the "Evening News")

<5> Late Night Comedy/Talk shows (like the "Tonight Show", "Late Night", or the "Late Show")

<6> Daytime talk shows (like "Oprah", "Ellen", or "Dr. Phil")

<7> Political talk shows (like "Hannity and Colmes", "Meet the Press", "This Week", "Face the Nation", or "Hardball")

<8> Satire Shows (like the "Daily Show", the "Colbert Report", or "Saturday Night Live")

<9 fixed> Other

Variable label: TELEVISION LAST 7 DAYS -

Question: And what kinds of things have you watched on television in the LAST SEVEN DAYS? (Choose as

many as apply to you)

Variable type: categorical

Order: randomized

<1> Yes <2> No

Valid codes:

Missing values: <8> Skipped

<9> Not asked

Variable name: BCAP2O

Variable label: TELEVISION LAST 7 DAYS -OTHER TEXT

Question: And what kinds of things have you watched on television in the LAST SEVEN DAYS?

Variable type: String
Order: randomized
Missing values: None

Variable name: BCAP3

<1> Sports <2> Movies

<3> Television programming

<4> Politics

<5> Cars

<6> Food

<7> Vacations/Holidays

<8> Shopping

<9> Hobbies

<10 fixed> Other

Variable label: TALK ABOUT LAST 7 DAYS -

Question: Which of the following topics have you talked about with your friends, co-workers or family in

the LAST WEEK? (Choose as many as apply to you)

Variable type: categorical Order: randomized

Valid codes: <1> Yes <2> No

Missing values: <8> Skipped

<9 fixed> Not asked

Variable name: BCAP30

Variable label: TALK ABOUT LAST 7 DAYS -OTHER TEXT

Question: Which of the following topics have you talked about with your friends, co-workers or family in

the LAST WEEK?

Variable type: String

Order: randomized

Missing values: none

## End module attentiveness

## Module issues

*Introduction*: We'd like to get your opinion on some issues that have been in the news recently. On the next couple of pages, we will ask you about your positions on some important issues.

Variable name: BPROFILE15

Variable label: CIRCUMSTANCES FOR LEGAL ABORTION

Question: Under what circumstances should abortion be legal?

Variable type: categorical

Order: randomized

Valid codes:

- <1> Abortion should always be legal. There should be no restrictions on abortion.
- <2> Abortion should be legal, but with some restrictions (such as for minors or late-term abortions).
- <3> Abortion should only be legal in special circumstances, such as when the life of the mother is in danger.
- <4> Abortion should be illegal. It should never be allowed.
- <5 fixed> I'm not sure, I haven't thought much about this.

Missing values:

<8> Skipped

<9> Not asked

Variable name: BCAP16 Variable label: immigration

Question: Which comes closest to your view about illegal immigration?

Variable type: categorical Order: randomized

Valid codes:

<1> Illegal immigrants should be arrested and deported as quickly as possible, regardless of their circumstances.

<2> Illegal immigrants now living in the U.S. should be allowed to become citizens if they pay a fine and meet other requirements.

<3 fixed> I'm not sure, I haven't thought much about this.

Missing values: <8> Skipped <9> Not asked

Variable name: BPROFILE19

Variable label: CIVIL UNIONS FOR GAY COUPLES

Question: Do you favor allowing civil unions for gay and lesbian couples? These would give them many

of the same rights as married couples.

Variable type: categorical Order: randomized

Valid codes:

- <1> Strongly favor <2> Somewhat favor
- <3> Somewhat oppose
- <4> Strongly oppose

<5 fixed> I'm not sure, I haven't thought much about this

Missing values: <8> Skipped <9> Not asked

Variable name: BCAP20 Variable label: HEALTH CARE

Question: Which comes closest to your view about providing health care in the United States?

Variable type: categorical

Order: randomized

Valid codes:

<1> The Government should provide everyone with health care and pay for it with tax dollars.

<2> Companies should be required to provide health insurance for their employees and the government should provide subsidies for those who are not working or retired.

<3> Health insurance should be voluntary. Individuals should either buy insurance or obtain it through their employers as they do currently. The elderly and the very poor should be covered by Medicare and Medicaid as they are currently.

<4 fixed> I'm not sure, I haven't thought much about this

Missing values: <8> Skipped <9> Not asked

Variable name: BCAP21 Variable label: iraq

Question: How long should the U.S. stay in Iraq?

Variable type: categorical

Order: reverse Valid codes:

<1> Should leave immediately

- <2> Should leave before the end of the next year
- <3> Should stay for at least another year but not indefinitely
- <4> Should stay in Iraq as long as it takes to stabilize the country
- <5 fixed> I'm not sure, I haven't thought much about this.

Missing values:

<8> Skipped <9> Not asked

Variable name: BCAP22 Variable label: surge

Question: Earlier this year, the U.S. sent 20,000 troops to Iraq to combat violence by insurgents. Do you

think this surge has improved or worsened the situation in Iraq?

Variable type: categorical

Order: reverse Valid codes:

<1> Greatly improved

- <2> Somewhat improved
- <3> Neither improved nor worsened
- <4> Somewhat worsened
- <5> Greatly worsened
- <6 fixed> I'm not sure, I haven't thought much about this.

Missing values:

<8> Skipped

<9> Not asked

Variable name: BCAP23
Variable label: environment

Question: Should the federal government take actions to slow the effects of climate change and global warming even if it costs some jobs and makes life inconvenient for Americans or should maintaining jobs and our standard of living be given priority? Please click on the ruler and drag the marker to the location that comes closest to your opinion.

Variable type: continuous

Valid codes: 0-100

left = "The federal government should take actions to slow the effects of climate change" right = "Maintaining jobs and standard of living should be given priority" Missing values: <998> Skipped <999> Not asked

Variable name: BCAP24 Variable label: taxes

Question: Do you favor raising federal taxes on families earning more than \$200,000 per year?

Variable type: categorical

Order: reverse Valid codes:

- <1> Strongly Favor
- <2> Somewhat Favor
- <3> Somewhat Oppose
- <4> Strongly Oppose
- <5 fixed> I'm not sure, I haven't thought much about this.

Missing values:

- <8> Skipped
- <9> Not asked

### *End module issues*

# Module candassess

## Variable name:

- -[BCAP300G] {varlabel = "Rudy Giuliani FAVORABILITY"} Rudy Giuliani
- -[BCAP300M] {varlabel = "John McCain FAVORABILITY"} John McCain
- -[BCAP300FT] {variabel = "Fred Thompson FAVORABILITY"} Fred Thompson
- -[BCAP300MH] {varlabel = "Mike Huckabee FAVORABILITY"} Mike Huckabee
- -[BCAP300P] {varlabel = "Ron Paul FAVORABILITY"} Ron Paul
- -[BCAP300TT] {variabel = "Tom Tancredo FAVORABILITY"} Tom Tancredo
- -[BCAP300DH] {varlabel = "Duncan Hunter FAVORABILITY"} Duncan Hunter
- -[BCAP300MR] {variabel = "Mitt Romney FAVORABILITY"} Mitt Romney
- -[BCAP300C] {varlabel = "Hillary Clinton FAVORABILITY"} Hillary Clinton
- -[BCAP300E] {varlabel = "John Edwards FAVORABILITY"} John Edwards
- -[BCAP3000] {varlabel = "Barack Obama FAVORABILITY"} Barack Obama
- -[BCAP300D] {varlabel = "Chris Dodd FAVORABILITY"} Chris Dodd
- -[BCAP300B] {varlabel = "Joe Biden FAVORABILITY"} Joe Biden
- -[BCAP300MG] {varlabel = "Mike Gravel FAVORABILITY"} Mike Gravel
- -[BCAP300K] {varlabel = "Dennis Kucinich FAVORABILITY"} Dennis Kucinich
- -[BCAP300BR] {varlabel = "Bill Richardson FAVORABILITY"} Bill Richardson

*Question:* Here is a list of candidates running for president. How favorable is your impression of each candidate or haven't you heard enough to say?

Variable type: categorical

Order: grid roworder = randomize colorder = reverse

Valid codes:

- <2> Very Favorable
- <1> Somewhat Favorable
- <0> Neutral
- <3> Somewhat Unfavorable
- <4> Very Unfavorable
- <5 fixed> Haven't heard enough

Missing values:

- <8> Skipped
- <9> Not asked

## Variable name:

- -[BCAP700Y] {fixed=1 variabel = "SELF IDEOLOGY"} Yourself
- -[BCAP700C if not BCAP300C or BCAP300C in [0,1,2,3,4]] {variabel = "CLINTON IDEOLOGY"} Hillary
- -[BCAP7000 if not BCAP3000 or BCAP3000 in [0,1,2,3,4]] {varlabel = "OBAMA IDEOLOGY"} Barack Obama
- -[BCAP700E if not BCAP300E or BCAP300E in [0,1,2,3,4]] {variabel = "EDWARDS IDEOLOGY"} John Edwards
- -[BCAP700M if not BCAP300M or BCAP300M in [0,1,2,3,4]] {varlabel = "MCCAIN IDEOLOGY"} John McCain
- -[BCAP700G if not BCAP300G or BCAP300G in [0,1,2,3,4]] {varlabel = "GIULIANI IDEOLOGY"} Rudy Giuliani
- -[BCAP700R if not BCAP300MR or BCAP300MR in [0,1,2,3,4]] {varlabel = "ROMNEY IDEOLOGY"} Mitt Romney
- -[BCAP700H if not CAP300MH or BCAP300MH in [0,1,2,3,4]] {varlabel = "HUCKABEE IDEOLOGY"} Mike Hucakbee
- -[BCAP700T if not BCAP300FT or BCAP300FT in [0,1,2,3,4]] {varlabel = "THOMPSON IDEOLOGY"} Fred Thompson

*Question:* Thinking about politics these days, how would you describe the political viewpoint of the following individuals?

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

- <1> Very liberal
- <2> Liberal
- <3> Moderate
- <4> Conservative
- <5> Very Conservative
- <6 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

### Variable name:

- -[BCAP900C if not CAP300C or CAP300C in [0,1,2,3,4]] Hillary Clinton
- -[BCAP9000 if not CAP3000 or CAP3000 in [0,1,2,3,4]] Barack Obama
- -[BCAP900E if not CAP300E or CAP300E in [0,1,2,3,4]] John Edwards

- -[BCAP900M if not CAP300M or CAP300M in [0,1,2,3,4]] John McCain
- -[BCAP900G if not CAP300G or CAP300G in [0,1,2,3,4]] Rudy Giuliani
- -[BCAP900R if not CAP300MR or CAP300MR in [0,1,2,3,4]] Mitt Romney
- -[BCAP900H if not CAP300MH or CAP300MH in [0,1,2,3,4]] Mike Huckabee
- -[BCAP900T if not CAP300FT or CAP300FT in [0,1,2,3,4]] Fred Thompson

Variable label: STRONG LEADER DESCRIBES -

Question: How well does the phrase "strong leader" describe the following candidates?

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

- <3> Extremely Well
- <2> Quite Well
- <1> Not too Well
- <0> Not Well at All
- <9 fixed> Don't Know

Missing values:

- <98> Skipped
- <99> Not asked

## Variable name:

- -[BCAP901C if not CAP300C or CAP300C in [0,1,2,3,4]] Hillary Clinton
- -[BCAP9010 if not CAP3000 or CAP3000 in [0,1,2,3,4]] Barack Obama
- -[BCAP901E if not CAP300E or CAP300E in [0,1,2,3,4]] John Edwards
- -[BCAP901M if not CAP300M or CAP300M in [0,1,2,3,4]] John McCain
- -[BCAP901G if not CAP300G or CAP300G in [0,1,2,3,4]] Rudy Giuliani
- -[BCAP901R if not CAP300MR or CAP300MR in [0,1,2,3,4]] Mitt Romney
- -[BCAP901H if not CAP300MH or CAP300MH in [0,1,2,3,4]] Mike Huckabee
- -[BCAP901T if not CAP300FT or CAP300FT in [0,1,2,3,4]] Fred Thompson

Variable label: TRUSTWORTHY DESCRIBES -

Question: How well does the word "trustworthy" describe the following candidates?

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

- <3> Extremely Well
- <2> Quite Well
- <1> Not too Well
- <0> Not Well at All
- <9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

Variable name: BCAP920

Variable label: IMP THAT CAND HAS STR RELIGION

Question: When you think about the candidates for president, how important is it that they have strong

religious beliefs?

Variable type: categorical

Order: reverse Valid codes:

<1> Very important

<2> Somewhat important

<4> Not at all important

Missing values: <8> Skipped <9> Not asked

End module candassess

Module vote

Variable name: BCAP7

Variable label: REGISTERED TO VOTE UPCOMING PRIMARY

Question: Are you currently registered to vote in the upcoming (R's state PRIMARY or CAUCUS) in

(R's STATE)?

Variable type: categorical

Order: fixed Valid codes:

<1> Yes, I'm registered <2> No, I'm not registered

Missing values: <8> Skipped <9> Not asked

Variable name: BCAP7R

Variable label: IF NOT REGISTERED, PLAN TO REGISTER

Question: Do you plan to register before the (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: fixed Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

Variable name: BCAP4

Variable label: WHICH PRIMARY WILL R VOTE IN (IF REGISTERED)

Question: If your state's (R's state PRIMARY or CAUCUS) were held today, would you vote in the

Democratic or Republican party (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: reverse Valid codes: <1> Democratic

<2> Republican

<3 fixed> Not Sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: BCAP7T

Variable label: LIKELY TURNOUT ON ELECTION DAY

Question: Lots of things happen that keep people from making it to the polls during the primaries. How

likely are you to actually make it to the (R's state PRIMARY or CAUCUS) on election day?

Variable type: categorical

Order: reverse Valid codes:

<1> I am certain to vote

<2> It is very likely I will vote

<3> It is somewhat likely I will vote

<4> It is somewhat unlikely I will vote

<5> It is very unlikely I will vote

<6> I am certain that I will not vote

Missing values: <8> Skipped

<9> Not asked

Variable name: BCAP600D\_

<1> Hillary Clinton

<2> John Edwards

<3> Barack Obama

<4> Chris Dodd

<5> Joe Biden

<6> Mike Gravel

<7> Dennis Kucinich

<8> Bill Richardson

<9 fixed> Other

Variable label: DEM VOTERS LIKE BEST -

Question: Please rank the following Democratic party candidates by dragging them to the list on the right. REGARDLESS OF WHO YOU WILL VOTE FOR, please rank order the candidates in terms of who YOU LIKE THE BEST.

Variable type: categorical

Order: rank slots = 3 order = randomize

Valid codes:

<1>1

<2> 2

<3>3

Missing values:

<8> Skipped

<9> Not asked

Variable name: BCAP600DN <1> Hillary Clinton <2> John Edwards <3> Barack Obama <4> Chris Dodd <5> Joe Biden <6> Mike Gravel <7> Dennis Kucinich <8> Bill Richardson <9 fixed> Other Variable label: DEM NON VOTERS LIKE BEST -Question: Even though you don't plan to vote in the (R's STATE) (R's state PRIMARY or CAUCUS), we'd like to know what you think of the Democratic candidates. Please rank order the candidates in terms of who YOU LIKE THE BEST. Variable type: categorical Order: rank slots = 3 order = randomize Valid codes: <1>1 <2>2 <3>3 Missing values: <8> Skipped <9> Not asked Variable name: BCAP600DU <1> Hillary Clinton <2> John Edwards <3> Barack Obama <4> Chris Dodd <5> Joe Biden <6> Mike Gravel <7> Dennis Kucinich <8> Bill Richardson <9 fixed> Other Variable label: DEM NOT SURE VOTERS LIKE BEST -Question: Please rank the following Democratic party candidates by dragging them to the list on the right. REGARDLESS OF WHO YOU WOULD VOTE FOR, please rank order the candidates in terms of who YOU LIKE THE BEST. Variable type: categorical Order: rank slots = 3 order = randomize Valid codes: <1>1 <2>2 <3>3 Missing values:

<8> Skipped <9> Not asked

Variable name: BCAP600DO

Variable label: DEM VOTERS LIKE BEST - OTHER TEXT

Question: In the previous question, you indicated you preferred another candidate than the ones

listed. Tell us who! Variable type: String Missing values: None

Variable name: BCAP600R

<1> John McCain <2> Rudy Giuliani <3> Mitt Romney <4> Fred Thompson

<5> Ron Paul

<6> Tom Tancredo <7> Duncan Hunter <8> Mike Huckabee <9 fixed> Other

Variable label: REP VOTERS LIKE BEST -

Question: Please rank the following Republican party candidates by dragging them to the list on the right. REGARDLESS OF WHO YOU WOULD VOTE FOR, please rank order the candidates in terms of who YOU LIKE THE BEST.

Variable type: categorical

Order: rank slots = 3 order = randomize

Missing values: <98> Skipped <99> Not asked

Variable name: BCAP600RN

<1> John McCain <2> Rudy Giuliani <3> Mitt Romney <4> Fred Thompson

<5> Ron Paul

<6> Tom Tancredo

<7> Duncan Hunter

<8> Mike Huckabee

<9 fixed> Other

Variable label: REP NON VOTERS LIKE BEST -

Question: Even though you don't plan to vote in the (R's STATE) (R's state PRIMARY or CAUCUS), we'd like to know what you think of the Republican candidates. Please rank order the candidates in terms of who YOU LIKE THE BEST.

Variable type: categorical

Order: rank slots = 3 order = randomize

Missing values: <98> Skipped <99> Not asked Variable name: BCAP600RU\_

<1> John McCain <2> Rudy Giuliani

<3> Mitt Romney

<4> Fred Thompson

<5> Ron Paul

<6> Tom Tancredo

<7> Duncan Hunter

<8> Mike Huckabee

<9 fixed> Other

Variable label: REP NOT SURE VOTERS LIKE BEST -

Question: Please rank the following Republican party candidates by dragging them to the list on the right. REGARDLESS OF WHO YOU WOULD VOTE FOR, please rank order the candidates in terms of who YOU LIKE THE BEST.

Variable type: categorical

Order: rank slots = 3 order = randomize

Missing values: <98> Skipped <99> Not asked

Variable name: BCAP600RO

Variable label: REP VOTERS LIKE BEST -OTHER TEXT

Question: In the previous question, you indicated you preferred another candidate than the ones

listed. Tell us who! Variable type: String Missing values: None

Variable name: BCAP606D

Variable label: DEM PRIMARY VOTE INTENTION

Question: Who will you vote for in the (R's STATE) (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton

<2> John Edwards

<3> Barack Obama

<4> Chris Dodd

<5> Joe Biden

<6> Mike Gravel

<7> Dennis Kucinich

<8> Bill Richardson

<9 fixed> Not sure

Missing values:

<98> Skipped

<99> Not asked

Variable name: BCAP606R

Variable label: REP PRIMARY VOTE INTENTION

Question: Who will you vote for in the (R's STATE) (R's state PRIMARY or CAUCUS)?

Variable type: categorical Order: randomized

Valid codes:

<1> Rudy Giuliani

<2> John McCain

<3> Fred Thompson

<4> Mike Huckabee

<5> Ron Paul

<6> Tom Tancredo

<7> Duncan Hunter

<8> Mitt Romney

<9 fixed> Not sure

Missing values:

<98> Skipped

<99> Not asked

Variable name: BCAP606DU

Variable label: NOT SURE DEM PRIMARY VOTE INTENTION

Question: If you decide to vote in the Democratic (R's state PRIMARY or CAUCUS), who will you vote

for?

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton

<2> John Edwards

<3> Barack Obama

<4> Chris Dodd

<5> Joe Biden

<6> Mike Gravel

<7> Dennis Kucinich

<8> Bill Richardson

<9 fixed> Not sure

Missing values:

<98> Skipped

<99> Not asked

Variable name: BCAP606RU

Variable label: NOT SURE REP PRIMARY VOTE INTENTION

Question: If you decide to vote in the Republican (R's state PRIMARY or CAUCUS), who will you vote for?

Variable type: categorical

Order: randomized

Valid codes:

<1> Rudy Giuliani

<2> John McCain

<3> Fred Thompson

- <4> Mike Huckabee
- <5> Ron Paul
- <6> Tom Tancredo
- <7> Duncan Hunter
- <8> Mitt Romney
- <9 fixed> Not sure

Missing values:

- <98> Skipped
- <99> Not asked

Variable name: BCAP601R Variable label: VIABILITY REP

Question: Who do you think WILL WIN the Republican party nomination?

Variable type: categorical

Order: randomized

Valid codes:

- <1> John McCain
- <2> Rudy Giuliani
- <3> Mitt Romney
- <4> Fred Thompson
- <5> Ron Paul
- <6> Tom Tancredo
- <7> Duncan Hunter
- <8> Mike Huckabee
- <9 fixed> Other

Missing values:

- <98> Skipped
- <99> Not asked

Variable name: BCAP601D Variable label: VIABILITY DEM

Question: Who do you think WILL WIN the Democratic party nomination?

Variable type: categorical

Order: randomized

Valid codes:

- <1> Hillary Clinton
- <2> John Edwards
- <3> Barack Obama
- <4> Chris Dodd
- <5> Joe Biden
- <6> Mike Gravel
- <7> Dennis Kucinich
- <8> Bill Richardson
- <9 fixed> Other

Missing values:

- <98> Skipped
- <99> Not asked

Variable name: BCAP607D

Variable label: ELECTABILITY DEM

Question: Regardless of who you think will win the Democratic party nomination, who do you think has

the best chance of beating the Republican candidate in the GENERAL ELECTION IN NOVEMBER?

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton

<2> John Edwards

<3> Barack Obama

<5 fixed> Other [BCAP607D\_T] {open}

<6 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: BCAP607R Variable label: ELECTABILITY REP

Question: Regardless of who you think will win the Republican party nomination, who do you think has

the best chance of beating the Democratic candidate in the GENERAL ELECTION IN NOVEMBER?

Variable type: categorical

Order: randomized

Valid codes:

- <1> John McCain
- <2> Rudy Giuliani
- <3> Mitt Romney
- <4> Fred Thompson
- <5> Mike Huckabee
- <6 fixed> Other [BCAP607R T] {open}

<7 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: BCAP605A (same set-up for B and C)

Variable label: CANDIDATE MATCHUP 1 (SEE BCAP605A NAMES)

Question: Thinking about the general election in November, who would you vote for if the election was

a choice between...

Variable type: categorical

*Order:* random sample from the set of each Democratic and Republican candidates at the following probabilities: (dems: Clinton 33, Obama 33, Edwards 33; reps: Giuliani 25, McCain 25, Romney 25, Huckabee 25). The 3 draws are done WITH REPLACEMENT (so the same candidate can be drawn multiple times). BUT, and this is critical, the same PAIR OF CANDIDATES cannot be asked of the same respondent.

Valid codes:

<1> Democratic candidate

<2> Republican candidate

<3> Not sure
Missing values:
<8> Skipped
<9> Not asked

Variable name: BCAP605A\_NAMES (same for B and C)

Variable label: BCAP605A MATCHUP

Question: Thinking about the general election in November, who would you vote for if the election was

a choice between...

Variable type: categorical

Order: see above Valid codes:

#1: 'Hillary Clinton', 'Rudy Giuliani'
#2: 'Hillary Clinton', 'John McCain'
#3: 'Hillary Clinton', 'Mitt Romney'
#4: 'Hillary Clinton', 'Mike Huckabee'
#5: 'Barack Obama', 'Rudy Giuliani'
#6: 'Barack Obama', 'John McCain'
#7: 'Barack Obama', 'Mitt Romney'
#8: 'Barack Obama', 'Mike Huckabee'
#9: 'John Edwards', 'Rudy Giuliani'

#10: 'John Edwards', 'John McCain'

#11: 'John Edwards', 'Mitt Romney' #12: 'John Edwards', 'Mike Huckabee'

Missing values

Missing values: <-8> Skipped

<-9> Not asked

End module vote

Module mediause

Now we'd like to ask you some questions about the media and politics in general.

Variable name: BCAP801

<1> ABC

<2> CBS

<3> NBC

<4> FOX

<5> PBS

<6 fixed> OTHER

Variable label: TV WATCHING 4:00 PM -

Question: 4:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of

these stations at these times yesterday?

Variable type: categorical

Order: fixed Valid codes: <1> yes

```
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: BCAP802_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 4:30 PM -
Question: 4:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: BCAP803_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 5:00 PM -
Question: 5:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: BCAP804_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
```

```
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 5:30 PM -
Question: 5:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: BCAP805_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 6:00 PM -
Question: 6:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: BCAP806_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 6:30 PM -
Question: 6:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
```

<2> no

```
Missing values:
<8> Skipped
<9> Not asked
Variable name: BCAP807_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 7:00 PM -
Question: 7:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: BCAP808
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 8:00 PM -
Question: 8:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: BCAP809_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
```

<6 fixed> OTHER Variable label: TV WATCHING 9:00 PM -Question: 9:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: BCAP810 <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS <6 fixed> OTHER Variable label: TV WATCHING 10:00 PM -Question: 10:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: BCAP811\_ <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS <6 fixed> OTHER Variable label: TV WATCHING 11:00 PM -Question: 11:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical

Valid codes: <1> yes <2> no

Order: fixed

Missing values:

<8> Skipped

<9> Not asked

Variable name: BCAP812

Variable label: LOCAL NEWS INDICATOR

Question: Was the local news a part of the programming you watched yesterday?

Variable type: categorical

Order: fixed Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

*Variable name:* BCAP813

Variable label: LEVEL OF INTEREST IN POLITICS/CURRENT EVENTS

Question: How interested are you in politics?

Variable type: categorical

Order: reverse Valid codes:

<1> Very much interested <2> Somewhat interested <3> Not much interested

<4> Not sure Missing values: <8> Skipped <9> Not asked

Variable name: BCAP820

Variable label: INTERNET USE FREQUENCY - NEWS WEBSITES

Question: IN THE LAST WEEK, how many days have you used the Internet to...

Visit news websites (like MSNBC.com, Foxnews.com, NYTimes.com)

Variable type: categorical

Order: fixed Valid codes: <0>0

<1>1

<2>2

<3>3

<4>4

<5>5

<6>6

<7> 7

Missing values:

<8> Skipped

<9> Not asked

Variable name: BCAP821

Variable label: INTERNET USE FREQUENCY - POLITICAL BLOGS

*Question:* IN THE LAST WEEK, how many days have you used the Internet to... Visit political blogs (like Huffingtonpost.com, DailyKos.com, Instapundit.com)

Variable type: categorical

*Order:* fixed *Valid codes:* 

<0>0

<1>1

<2>2

<3>3

<4>4

<5>5

<6>6

<7> 7

Missing values:

<8> Skipped

<9> Not asked

Variable name: BCAP822

Variable label: INTERNET USE FREQUENCY - POST COMMENTS

Question: IN THE LAST WEEK, how many days have you used the Internet to...

Post comments on a news website or political blog

Variable type: categorical

Order: fixed Valid codes:

<0>0

<1>1

<2>2

<3>3

<4>4

<5>5

<6> 6 <7> 7

Missing values:

<8> Skipped

<9> Not asked

Variable name: BCAP822

Variable label: INTERNET USE FREQUENCY - POST COMMENTS

Question: IN THE LAST WEEK, how many days have you used the Internet to...

Post comments on a news website or political blog

Variable type: categorical

*Order:* fixed *Valid codes:* <0> 0

<1>1

- <2>2
- <3>3
- <4>4
- <5>5
- <6>6
- <7>7

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: BCAP823

Variable label: INTERNET USE FREQUENCY - EXCHANGE POLITICAL EMAILS Question: IN THE LAST WEEK, how many days have you used the Internet to...

Exchange political emails with friends and family

Variable type: categorical

Order: fixed Valid codes:

- <0>0
- <1>1
- <2>2
- <3>3
- <4>4
- <5>5
- <6>6
- <7> 7

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: BCAP400\_

- <1> Saw a campaign ad on TV
- <2> Received a piece of campaign mail (US Post or email)
- <3> Donated money to a candidate or party
- <4> Received a pamphlet on my door
- <5> Wore a button or sticker for a candidate
- <6> Discussed a candidate with someone
- <7> Received a visit from a campaign worker
- <8> Heard a radio ad for a candidate
- <9> Saw a yard sign for a candidate
- <10> Went to hear a candidate speak
- <11> Got a phone call from a campaign
- <12> Visited a candidate web site
- <13> Heard about candidate at religious service Variable label: PRES CAMPAIGN OCCURRENCES -

Question: Thinking about the presidential candidates and their campaigns, did any of the following

things happen to you YESTERDAY?

Variable type: categorical

Order: grid with randomized rows

Valid codes: <1> Yes

<2> No

Missing values:

<8> Skipped

<9> Not asked

### Variable name:

- -[BCAP401\_] We're interested in which campaigns you experienced YESTERDAY: Rudy Giuliani
- -[BCAP402\_] We're interested in which campaigns you experienced YESTERDAY: John McCain
- -[BCAP403\_] We're interested in which campaigns you experienced YESTERDAY: Fred Thompson
- -[BCAP404\_] We're interested in which campaigns you experienced YESTERDAY: Mike Huckabee
- -[BCAP405\_] We're interested in which campaigns you experienced YESTERDAY: Hillary Clinton
- $\hbox{-[BCAP406\_] We're interested in which campaigns you experienced YESTERDAY: John Edwards}\\$
- -[BCAP407\_] We're interested in which campaigns you experienced YESTERDAY: Barack Obama
- -[BCAP408\_] We're interested in which campaigns you experienced YESTERDAY: Mitt Romney
- $-[BCAP409_]$  {fixed = 1} Other
- <1> Saw ad
- <2> Got mail
- <3> Gave money
- <4> Got pamphlet
- <5> Wore button
- <6> Discussed candidate
- <7> Received visit
- <8> Heard radio ad
- <9> Saw yard sign
- <10> Went to hear
- <11> Received a message
- <12> Visited web site
- <13> Heard about candidate at religious service

Variable label: CAMPAIGN -

Question: We're interested in which campaigns you experienced YESTERDAY. Please tell us whose

campaign you interacted with in each of the following ways.

Variable type: categorical

Order: grid with randomized rows

Valid codes:
Missing values:
<8> Skipped
<9> Not asked

End module mediause

*Module information* 

Variable name: BCAP6

Variable label: COUNTRY'S MOST IMPORTANT PROBLEM

Question: What is the most important problem facing the country today?

Variable type: categorical

Order: randomized

Valid codes:

- <1> War in Iraq
- <2> Terrorism
- <3> Education
- <4> Health Care and Health costs
- <5> Corruption in Government
- <6> Energy Supply/Gas and Oil Prices
- <7> Economy and Jobs
- <8> Rising Prices
- <9> Poverty
- <10> Housing
- <11> Immigration
- <12> Crime
- <13> Drug Abuse
- <14> Taxes/Deficit
- <15> Social Security and pensions
- <16> Abortion
- <17> Gay Marriage
- <18> Pollution and the Environment
- <19 fixed> Other [BCAP6 T]

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: BCAP9

Variable label: ECONOMY CHANGE OVER PAST YEAR

Question: Would you say that OVER THE PAST YEAR the nation's economy has...?

Variable type: Order: reverse Valid codes:

- <1> Gotten much better
- <2> Gotten better
- <3> Stayed about the same
- <4> Gotten worse
- <5> Gotten much worse
- <6 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: BCAP10

Variable label: EXPECTED ECONOMY CHANGE OVER NEXT YEAR

Question: What about the next 12 months? Do you expect the economy, in the country as a whole, to...

Variable type: categorical

Order: reverse Valid codes:

<1> Get much better

<2> Get somewhat better

<3> Stay the same

<4> Get somewhat worse

<5> Get much worse

<6 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: BCAP51

Variable label: MONEY INVESTED IN STOCKMARKET

Question: Do you personally, or jointly with a spouse, have any money invested in the stock market

right now -- either in an individual stock or in a mutual fund?

Variable type: categorical

Order: fixed Valid codes: <1> yes <2> no

Missing values:

<8> Skipped

<9> Not asked

# End module information

## Module religion

Variable name: BCAP34

Variable label: IMPORTANCE OF RELIGION

Question: Would you say your religion provides some guidance in your day-to-day living, quite a bit of

guidance, or a great deal of guidance in your day-to-day life?

Variable type: categorical

Order: reverse Valid codes:

<1> Some guidance

<2> Quite a bit of guidance <3> A great deal of guidance

137 A great acti of galatile

<4 fixed> Don't know

Missing values: <8> Skipped <9> Not asked

End module religion

## Module demographics

Variable name: BCAP5

Variable label: GEORGE BUSH APPROVAL

Question: Do you approve or disapprove of the way George Bush is handling his job as President?

Variable type: categorical

Order: reverse Valid codes:

<1> Approve [BCAP5A:yesno] {popup} Do you approve strongly?

<2> Neither approve nor disapprove

<3> Disapprove [BCAP5D:yesno] {popup} Do you disapprove strongly?

<4 fixed> Not sure Missing values: <8> Skipped <9> Not asked

Variable name: BCAP8\_3

Variable label: 3 POINT PARTY ID

Question: Generally speaking, do you think of yourself as a ...?

Variable type: categorical

Order: reverse Valid codes:

<1> Democrat [BCAP8:strongdem] {popup} Would you call yourself a strong Democrat or a not very strong Democrat?

<2> Republican [BCAP8:strongrep] {popup} Would you call yourself a strong Republican or a not very strong Republican?

<3 fixed> Independent [BCAP8:lean] {popup} Do you think of yourself as closer to the Democratic or the Republican Party?

<4 fixed> Other [BCAP8\_3T{open}

<5 fixed> Not sure Missing values:

<8> Skipped

<9> Not asked

End module demographics

# **January Wave**

Variable name: jdisp

Variable label: JANUARY INTERVIEW DISPOSITION

Valid codes: <1> Complete

<2> Started - Not Complete

<3> Never Started

#### Module Attentiveness

Variable name: JCAP1\_ <1> Look up movie times

<2> Plan vacations

<3> Find restaurants

<4> Get directions

<5> Read about politics

<6> Keep in touch with friends

<7> Pay bills

<8> Read the news

<9> Look at sports highlights

<10> Shopping <11 fixed> Other

Variable label: USE INTERNET (7 DAYS)

Question: We are interested in the kinds of things people do when they use the Internet. What kinds of things have you used the Internet to do in the LAST SEVEN DAYS? (Choose as many as apply to you)

Variable type: categorical

Order: randomized

Valid codes:

<1> Yes

<2> No

Missing values:

<8> Skipped

<9> Not asked

Variable name: JCAP10

Variable label: USE INTERNET (7 DAYS) - OTHER TEXT

Question: We are interested in the kinds of things people do when they use the Internet. What kinds of

things have you used the Internet to do in the LAST SEVEN DAYS?

Variable type: String Order: randomized Missing values: none

Variable name: JCAP11

Variable label: RIGHT DIRECTION

Question: Generally speaking, would you say things in the country are going in the right direction, or are

they off on the wrong track? *Variable type:* categorical

Order: fixed Valid codes:

<1> Right Direction <2> Wrong Track Missing values:

<8> Skipped

<9> Not asked

Variable name: JCAP12\_

<1> Bill Clinton

<2> George H.W. Bush

<3> Ronald Reagan

<4> Jimmy Carter

<5> Richard Nixon

<6> Lyndon Johnson

<9 fixed> I don't know

Variable label: PRESIDENT PERFORMANCE RANKING -

Question: Please rank the following past U.S. presidents by dragging them to the list on the right. Regardless of who you may have voted for, please rank order the presidents in terms of who you think did the best job as president of the United States.

Variable type: numeric (ranking)
Order: 4 slots, names randomized

Valid codes:

<1>

<2>

<3> <4>

Missing values:

<8> Skipped

<9> Not asked

### End module attentiveness

# Module issues

We'd like to get your opinion on some issues that have been in the news recently. On the next couple of pages, we will ask you about your positions on some important issues and where you think the candidates stand on these issues.

Variable name: JCAP16

Variable label: IMMIGRATION SELF PLACEMENT

Question: Which comes closest to your view about illegal immigration?

Variable type: categorical

Order: randomized Valid codes:

<1> Illegal immigrants should be arrested and deported.

<2> Illegal immigrants now living in the U.S. should be allowed to become citizens if they pay

<3 fixed> I'm not sure, I haven't thought much about this.

Missing values:

<8> Skipped

<9> Not asked

### Variable name:

-[JCAP16G\_C] Hillary Clinton

-[JCAP16G O] Barack Obama

-[JCAP16G\_E] John Edwards

-[JCAP16G\_M] John McCain

-[JCAP16G\_G] Rudy Giuliani

-[JCAP16G\_R] Mitt Romney

-[JCAP16G H] Mike Huckabee

Variable label: IMMIGRATION CAND OPINION -

Question: And what about the candidates? What do they think? Illegal immigrants should be...

Variable type: categorical

*Order:* randomized

Valid codes:

<1> arrested and deported

<2> fined and allowed to become citizens

<9 fixed> Don't Know

*Missing values*: <98> Skipped

<99> Not asked

Variable name: JCAP20

Variable label: HEALTH CARE SELF PLACEMENT

Question: Which comes closest to your view about providing health care in the United States?

Variable type: categorical

Order: randomized

Valid codes:

<1> The Government should provide everyone with health care and pay for it with tax dollars.

<2> Companies should be required to provide health insurance for their employees and the government should provide subsidies for those who are not working or retired.

<3> Health insurance should be voluntary. Individuals should either buy insurance or obtain it through their employers as they do currently. The elderly and the very poor should be covered by Medicare and Medicaid as they are currently.

<4 fixed> I'm not sure, I haven't thought much about this

Missing values:

<8> Skipped

<9> Not asked

#### Variable name:

-[JCAP20G\_C] Hillary Clinton

-[JCAP20G\_O] Barack Obama

-[JCAP20G\_E] John Edwards

-[JCAP20G\_M] John McCain

-[JCAP20G\_G] Rudy Giuliani

-[JCAP20G R] Mitt Romney

-[JCAP20G H] Mike Huckabee

Variable label: HEALTH CARE CAND OPINION -

Question: And what about the candidates? What do they think? Health care should be should be...

Variable type: categorical

Order: randomized grid

Valid codes:

- <1> government provided for all
- <2> employer provided for workers; government subsidies for unemployed/retirees
- <3> up to individual; government programs for elderly and poor
- <9 fixed> Don't Know

Missing values:

- <98> Skipped
- <99> Not asked

Variable name: JCAP21

Variable label: IRAQ SELF PLACEMENT

Question: How long should the U.S. stay in Iraq?

Variable type: categorical

Order: reversed Valid codes:

- <1> Should leave immediately
- <2> Should leave before the end of this year (2008)
- <3> Should stay for at least another year but not indefinitely
- <4> Should stay in Iraq as long as it takes to stabilize the country
- <5 fixed> I'm not sure, I haven't thought much about this.

Missing values:

- <8> Skipped
- <9> Not asked

## Variable name:

- -[JCAP21G\_C] Hillary Clinton
- -[JCAP21G\_O] Barack Obama
- -[JCAP21G E] John Edwards
- -[JCAP21G\_M] John McCain
- -[JCAP21G\_G] Rudy Giuliani
- -[JCAP21G R] Mitt Romney
- -[JCAP21G\_H] Mike Huckabee

Variable label: IRAQ CAND OPINION -

Question: And what about the candidates? What do they think? The U.S. should...

Variable type: categorical Order: randomized grid

Valid codes:

- <1> leave immediately
- <2> leave before the end of 2008
- <3> leave in 2009 or later, but not stay indefinitely
- <4> stay as long as it takes to stabilize
- <9 fixed> Don't Know

Missing values:

- <98> Skipped
- <99> Not asked

Variable name: JCAP23

Variable label: ENVIRONMENT SELF PLACEMENT

Question: Should the federal government take actions to slow the effects of climate change and global warming even if it costs some jobs and makes life inconvenient for Americans or should maintaining jobs and our standard of living be given priority? Please click on the ruler and drag the marker to the location that comes closest to your opinion.

Variable type: continuous

Valid codes: rule 0 100

left = "The federal government should take actions to slow the effects of climate change"

right = "Maintaining jobs and standard of livingshould be given priority"

Missing values: <998> Skipped <999> Not asked

Variable name: JCAP24

Variable label: TAXES SELF PLACEMENT

Question: Do you favor raising federal taxes on families earning more than \$200,000 per year?

Variable type: categorical

Order: reversed Valid codes:

<1> Strongly Favor

<2> Somewhat Favor

<3> Somewhat Oppose

<4> Strongly Oppose

<5 fixed> I'm not sure, I haven't thought much about this.

Missing values: <8> Skipped

<9> Not asked

# Variable name:

-[JCAP24G\_C] Hillary Clinton

-[JCAP24G O] Barack Obama

-[JCAP24G\_E] John Edwards

-[JCAP24G M] John McCain

-[JCAP24G\_G] Rudy Giuliani

-[JCAP24G R] Mitt Romney

-[JCAP24G H] Mike Huckabee

Variable label: TAXES CAND OPINION -

Question: And what about the candidates? Do they favor raising federal taxes on families earning more

than \$200,000 per year? should be...

Variable type: categorical

Order: grid with randomized rows

Valid codes:

<1> Strongly Favor

<2> Somewhat Favor

<3> Somewhat Oppose

<4> Strongly Oppose

<9 fixed> Don't Know Missing values:

<98> Skipped

<99> Not asked

#### *End module issues*

# Module candassess

#### Variable name:

- -[JCAP300\_G] {varlabel = "Rudy Giuliani FAVORABILITY"} Rudy Giuliani
- -[JCAP300\_M] {varlabel = "John McCain FAVORABILITY"} John McCain
- -[JCAP300 MH] {varlabel = "Mike Huckabee FAVORABILITY"} Mike Huckabee
- -[JCAP300\_MR] {varlabel = "Mitt Romney FAVORABILITY"} Mitt Romney
- -[JCAP300 C] {varlabel = "Hillary Clinton FAVORABILITY"} Hillary Clinton
- -[JCAP300\_E] {variabel = "John Edwards FAVORABILITY"} John Edwards
- -[JCAP300\_O] {varlabel = "Barack Obama FAVORABILITY"} Barack Obama

*Question:* Here is a list of candidates running for president. How favorable is your impression of each candidate or haven't you heard enough to say?

Variable type: categorical

Order: reversed Valid codes:

- <2> Very Favorable
- <1> Somewhat Favorable
- <0> Neutral
- <3> Somewhat Unfavorable
- <4> Very Unfavorable
- <5 fixed> Haven't heard enough

Missing values:

- <8> Skipped
- <9> Not asked

## Variable name:

- -[JCAP700s] {fixed=1 variabel = "SELF IDEOLOGY"} Yourself
- -[JCAP700C if not JCAP300C or JCAP300C in [0,1,2,3,4]] {variabel = "CLINTON IDEOLOGY"} Hillary Clinton
- -[JCAP7000 if not JCAP3000 or JCAP3000 in [0,1,2,3,4]] {variabel = "OBAMA IDEOLOGY"} Barack Obama
- -[JCAP700E if not JCAP300E or JCAP300E in [0,1,2,3,4]] {variabel = "EDWARDS IDEOLOGY"} John Edwards
- -[JCAP700M if not JCAP300M or JCAP300M in [0,1,2,3,4]] {varlabel = "MCCAIN IDEOLOGY"} John McCain
- -[JCAP700G if not JCAP300G or JCAP300G in [0,1,2,3,4]] {varlabel = "GIULIANI IDEOLOGY"} Rudy Giuliani
- -[JCAP700R if not JCAP300MR or JCAP300MR in [0,1,2,3,4]] {varlabel = "ROMNEY IDEOLOGY"} Mitt Romney
- -[JCAP700H if not JCAP300MH or JCAP300MH in [0,1,2,3,4]] {varlabel = "HUCKABEE IDEOLOGY"}

#### Mike Hucakbee

Question: Thinking about politics these days, how would you describe the political viewpoint of the

following individuals? *Variable type:* categorical

*Order:* grid roworder = randomize

Valid codes: <1> Very liberal

<2> Liberal

<3> Moderate <4> Conservative

<5> Very Conservative

<6 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

### Variable name:

- -[JCAP900C if not MCAP300C or JCAP300C in [0,1,2,3,4]] Hillary Clinton
- -[JCAP900O if not JCAP300O or JCAP300O in [0,1,2,3,4]] Barack Obama
- -[JCAP900E if not JCAP300E or JCAP300E in [0,1,2,3,4]] John Edwards
- -[JCAP900M if not JCAP300M or JCAP300M in [0,1,2,3,4]] John McCain
- -[JCAP900G if not JCAP300G or JCAP300G in [0,1,2,3,4]] Rudy Giuliani
- -[JCAP900R if not JCAP300MR or JCAP300MR in [0,1,2,3,4]] Mitt Romney
- -[JCAP900H if not JCAP300MH or JCAP300MH in [0,1,2,3,4]] Mike Huckabee

Variable label: STRONG LEADER DESCRIBES -

Question: How well does the phrase "strong leader" describe the following candidates?

Variable type: categorical

Order: grid roworder = randomize

Valid codes:

- <3> Extremely Well
- <2> Quite Well
- <1> Not too Well
- <0> Not Well at All
- <9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

# Variable name:

- -[JCAP901C if not JCAP300C or JCAP300C in [0,1,2,3,4]] Hillary Clinton
- -[JCAP9010 if not JCAP3000 or JCAP3000 in [0,1,2,3,4]] Barack Obama
- -[JCAP901E if not JCAP300E or JCAP300E in [0,1,2,3,4]] John Edwards
- -[JCAP901M if not JCAP300M or JCAP300M in [0,1,2,3,4]] John McCain
- -[JCAP901G if not JCAP300G or JCAP300G in [0,1,2,3,4]] Rudy Giuliani
- -[JCAP901R if not JCAP300MR or JCAP300MR in [0,1,2,3,4]] Mitt Romney
- -[JCAP901H if not JCAP300MH or JCAP300MH in [0,1,2,3,4]] Mike Huckabee

Variable label: TRUSTWORTHY DESCRIBES -

Question: How well does the word "trustworthy" describe the following candidates?

Variable type: categorical

*Order:* grid roworder = randomize

Valid codes:

<3> Extremely Well <2> Quite Well <1> Not too Well

<0> Not Well at All <9 fixed> Don't Know

Missing values: <98> Skipped <99> Not asked

# Variable name:

-[JCAP903C if not JCAP300C or JCAP300C in [0,1,2,3,4]] Hillary Clinton

-[JCAP903O if not JCAP300O or JCAP300O in [0,1,2,3,4]] Barack Obama

-[JCAP903E if not JCAP300E or JCAP300E in [0,1,2,3,4]] John Edwards

-[JCAP903M if not JCAP300M or JCAP300M in [0,1,2,3,4]] John McCain

-[JCAP903G if not JCAP300G or JCAP300G in [0,1,2,3,4]] Rudy Giuliani

-[JCAP903R if not JCAP300MR or JCAP300MR in [0,1,2,3,4]] Mitt Romney

-[JCAP903H if not JCAP300MH or JCAP300MH in [0,1,2,3,4]] Mike Huckabee

Variable label: HAS THE RIGHT EXPERIENCE DESCRIBES -

Question: How well does the phrase "has the right experience" describe the following candidates?

Variable type: categorical

*Order:* grid roworder = randomize

Valid codes:

<3> Extremely Well

<2> Quite Well

<1> Not too Well

<0> Not Well at All

<9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

Variable name: JCAP7 AUX

Variable label: CURRENTLY REGISTERED TO VOTE - STATE PRIMARIES ARE OVER

Question: Are you currently registered to vote in (R's STATE)?

Variable type: categorical

Order: fixed Valid codes:

<1> Yes, I'm registered

<2> No, I'm not registered

Missing values: <8> Skipped <9> Not asked

Variable name: JCAP7R AUX (if JCAP7 AUX == 2)

Variable label: PLAN TO REGISTER - STATE PRIMARIES ARE OVER

*Question:* Do you plan to register before the presidential election in November?

Variable type: categorical

Order: fixed Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

Variable name: JCAP4RONLY AUX (in SC and WY only)

Variable label: WHICH PARTY PRIMARY? (ONLY REP PRIMARY IS OVER)

Question: Did you vote in the (R's STATE) Republican party presidential (R's state PRIMARY or CAUCUS), or do you plan to vote in the (R's STATE) Democratic party presidential (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: fixed Valid codes:

<1> I voted in the Republican (R's state PRIMARY or CAUCUS)

<2> I will vote in the Democratic (R's state PRIMARY or CAUCUS)

<3 fixed> Neither Missing values: <8> Skipped <9> Not asked

Variable name: JCAP7T\_AUX (JCAP7T for people who have had the opportunity to vote (1) state has

already had both primaries (2) registered)

Variable label: REPORTED TURNOUT - STATE PRIMARIES ARE OVER

Question: Lots of things can happen that keep people from making it to the polls during the primaries.

Which best describes your situation on election day?

Variable type: categorical

Order: reverse Valid codes:

<1> I intended to vote and I made it to the polls

<2> I voted early (mail, in person, or absentee)

<3> I intended to vote but something came up

<4> I did not intend to vote and didn't do so

Missing values: <8> Skipped <9> Not asked

Variable name: JCAP4\_AUX (JCAP4 for people who have had both primaries must be registered and have had both parties' primaries)

Variable label: WHICH PARTY PRIMARY? (STATE PRIMARIES ARE OVER)

Question: Did you vote in the Republican presidential (R's state PRIMARY or CAUCUS) or the Democratic

presidential (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: reverse Valid codes: <1> Democratic <2> Republican Missing values: <8> Skipped <9> Not asked

Variable name: JCAP7

Variable label: REGISTERED TO VOTE

Question: Are you currently registered to vote in the upcoming (R's state PRIMARY or CAUCUS) in (R's

STATE)?

Variable type: categorical

Order: fixed Valid codes:

<1> Yes, I'm registered <2> No, I'm not registered

Missing values: <8> Skipped <9> Not asked

Variable name: JCAP7R (if JCAP7 == 2)

Variable label: PLAN TO REGISTER- UPCOMING PRIMARY

Question: Do you plan to register before the (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: fixed Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

Variable name: JCAP4 (if JCAP7 == 1 or JCAP7R == 1)

Variable label: WHICH PARTY PRIMARY? (UPCOMING PRIMARY)

Question: If your state's presidential primary or caucuses were held today, would you vote in the Republican presidential (R's state PRIMARY or CAUCUS) or the Democratic presidential (R's state

PRIMARY or CAUCUS)? *Variable type:* categorical

Order: reverse
Valid codes:
<1> Democratic
<2> Republican
<3 fixed> Not Sure
Missing values:
<8> Skipped

#### <9> Not asked

Variable name: JCAP7T (if JCAP7 == 1 or JCAP7R == 1)
Variable label: LIKELY TURNOUT - UPCOMING PRIMARY

Question: Lots of things happen that keep people from making it to the polls during the primaries. How

likely are you to actually make it to the (R's state PRIMARY or CAUCUS) on election day?

Variable type: categorical

Order: reverse Valid codes:

- <1> I am certain to vote
- <2> It is very likely I will vote
- <3> It is somewhat likely I will vote
- <4> It is somewhat unlikely I will vote
- <5> It is very unlikely I will vote
- <6> I am certain that I will not vote

Missing values: <8> Skipped

<9> Not asked

Variable name: JCAP600D\_

<1> Hillary Clinton

<2> John Edwards <3> Barack Obama

<4> Other

Variable label: DEM VOTERS LIKE BEST -

Question: Please rank the following Democratic party candidates by dragging them to the list on the right. REGARDLESS OF WHO YOU WILL VOTE FOR (OR WHO YOU HAVE VOTED FOR), please rank order the candidates in terms of who YOU LIKE THE BEST.

Variable type: categorical

Order: randomized

Valid codes:

<1>1

<2> 2

<3>3

Missing values:

<8> Skipped

<9> Not asked

Variable name: JCAP600DN\_

- <1> Hillary Clinton
- <2> John Edwards
- <3> Barack Obama
- <4> Other

Variable label: DEM NON VOTERS LIKE BEST -

Question: Even though you don't plan to vote in the (R's STATE) (R's state PRIMARY or CAUCUS), we'd like to know what you think of the Democratic candidates. Please rank order the candidates in terms of who YOU LIKE THE BEST.

Variable type: categorical Order: randomized

Valid codes:

<1>1

<2> 2

<3>3

Missing values:

<8> Skipped

<9> Not asked

Variable name: JCAP600DU\_

<1> Hillary Clinton <2> John Edwards

<3> Barack Obama

<4> Other

Variable label: DEM NOT SURE VOTERS LIKE BEST -

Question: Please rank the following Democratic party candidates by dragging them to the list on the right. REGARDLESS OF WHO YOU WOULD VOTE FOR, please rank order the candidates in terms of who

YOU LIKE THE BEST. *Variable type:* categorical

Order: randomized

Valid codes:

<1> 1

<2> 2

<3>3

Missing values:

<8> Skipped

<9> Not asked

Variable name: JCAP600DO

Variable label: DEM CANDIDATE LIKE BEST - OTHER TEXT

Question: In the previous question, you indicated you preferred another candidate than the ones

listed. Tell us who! Variable type: string Missing values: None

Variable name: JCAP600R

<1> John McCain

<2> Rudy Giuliani

<3> Mitt Romney

<8> Mike Huckabee

<9 fixed> Other

Variable label: REP VOTERS LIKE BEST -

Question: Please rank the following Republican party candidates by dragging them to the list on the right. REGARDLESS OF WHO YOU WILL VOTE FOR (OR WHO YOU HAVE VOTED FOR), please rank order the candidates in terms of who YOU LIKE THE BEST.

Variable type: categorical

Order: randomized

# Valid codes: <1>1 <2>2 <3>3 Missing values: <8> Skipped <9> Not asked Variable name: JCAP600RN\_ <1> John McCain <2> Rudy Giuliani <3> Mitt Romney <8> Mike Huckabee <9 fixed> Other Variable label: REP NON VOTERS LIKE BEST -Question: Even though you don't plan to vote in the (R's STATE) (R's state PRIMARY or CAUCUS), we'd like to know what you think of the Republican candidates. Please rank order the candidates in terms of who YOU LIKE THE BEST. Variable type: categorical Order: randomized Valid codes: <1>1 <2>2 <3>3 Missing values: <8> Skipped <9> Not asked Variable name: JCAP600RU\_ <1> John McCain <2> Rudy Giuliani <3> Mitt Romney <8> Mike Huckabee <9 fixed> Other Variable label: REP NOT SURE VOTERS LIKE BEST -Question: Please rank the following Republican party candidates by dragging them to the list on the right. REGARDLESS OF WHO YOU WOULD VOTE FOR, please rank order the candidates in terms of who YOU LIKE THE BEST. Variable type: categorical Order: randomized Valid codes: <1>1 <2> 2 <3>3 Missing values: <8> Skipped <9> Not asked

Variable name: JCAP600RO

Variable label: REP CANDIDATE LIKE BEST - OTHER TEXT

Question: In the previous question, you indicated you preferred another candidate than the ones

listed. Tell us who! Variable type: string Missing values: None

Variable name: JCAP606D

Variable label: DEM PRIMARY VOTE

Question: Who will you vote for in the (R's STATE) (R's state PRIMARY or CAUCUS)? If you've already

voted, tell us for whom you voted.

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton

<2> John Edwards

<3> Barack Obama

<4> Chris Dodd

<5> Joe Biden

<6> Mike Gravel

<7> Dennis Kucinich

<8> Bill Richardson

<9 fixed> Not sure

Missing values:

<98> Skipped

<99> Not asked

Variable name: JCAP606R

Variable label: REP PRIMARY VOTE

Question: Who will you (or did you) vote for in the (R's STATE) (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: randomized

Valid codes:

<1> Rudy Giuliani

<2> John McCain

<3> Fred Thompson

<4> Mike Huckabee

<5> Ron Paul

<6> Tom Tancredo

<7> Duncan Hunter

<8> Mitt Romney

<9 fixed> Not sure

Missing values:

<98> Skipped

<99> Not asked

Variable name: JCAP606DU

Variable label: NOT SURE DEM PRIMARY VOTE

Question: If you decide to vote in the Democratic (R's state PRIMARY or CAUCUS), who will you (or did

you) vote for?

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton

<2> John Edwards

<3> Barack Obama

<4> Chris Dodd

<5> Joe Biden

<6> Mike Gravel

<7> Dennis Kucinich

<8> Bill Richardson

<9 fixed> Not sure

Missing values:

<98> Skipped

<99> Not asked

Variable name: JCAP606RU

Variable label: NOT SURE REP PRIMARY VOTE

Question: If you decide to vote in the Republican (R's state PRIMARY or CAUCUS), who will you vote for?

Variable type: categorical

Order: randomized

Valid codes:

<1> Rudy Giuliani

<2> John McCain

<3> Fred Thompson

<4> Mike Huckabee

<5> Ron Paul

<6> Tom Tancredo

<7> Duncan Hunter

<8> Mitt Romney

<9 fixed> Not sure

Missing values:

<98> Skipped

<99> Not asked

Variable name: JCAP601R Variable label: VIABILITY REP

Question: Who do you think WILL WIN the Republican party nomination?

Variable type: categorical

Order: randomized

Valid codes:

<1> John McCain

<2> Rudy Giuliani

<3> Mitt Romney

<8> Mike Huckabee <9 fixed> Other *Missing values:* <98> Skipped <99> Not asked

Variable name: JCAP601D Variable label: VIABILITY DEM

Question: Who do you think WILL WIN the Democratic party nomination?

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton <2> John Edwards <3> Barack Obama <9 fixed> Other *Missing values:* <98> Skipped <99> Not asked

End module nominees

## Module votefollow

Variable name: JCAP607D

Variable label: ELECTABILITY DEM

Question: Regardless of who you think will win the Democratic party nomination, who do you think has

the best chance of beating the Republican candidate in the GENERAL ELECTION IN NOVEMBER?

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton <2> John Edwards <3> Barack Obama

<5 fixed> Other [JCAP607D\_T] {open}

<6 fixed> Not sure Missing values: <8> Skipped <9> Not asked

Variable name: JCAP607R Variable label: ELECTABILITY REP

Question: Regardless of who you think will win the Republican party nomination, who do you think has

the best chance of beating the Democratic candidate in the GENERAL ELECTION IN NOVEMBER?

Variable type: categorical Order: randomized

Valid codes:

- <1> John McCain
- <2> Rudy Giuliani
- <3> Mitt Romney
- <5> Mike Huckabee
- <6 fixed> Other [JCAP607R T] {open}
- <7 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: JCAP605A (same set-up for B and C)

Variable label: CANDIDATE MATCHUP 1 (SEE JNAMESCAP605A NAMES)

Question: Thinking about the general election in November, who would you vote for if the election was

a choice between...

Variable type: categorical

Order: random sample from the set of each Democratic and Republican candidates at the following probabilities: (dems: Clinton 33, Obama 33, Edwards 33; reps: Giuliani 25, McCain 25, Romney 25, Huckabee 25). The 3 draws are done WITH REPLACEMENT (so the same candidate can be drawn multiple times). BUT, and this is critical, the same PAIR OF CANDIDATES cannot be asked of the same respondent.

Valid codes:

- <1> Democratic candidate
- <2> Republican candidate
- <3> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: JCAP605A\_NAMES (same for B and C)

Variable label: JCAP605A MATCHUP

Question: Thinking about the general election in November, who would you vote for if the election was

a choice between...

Variable type: categorical

Order: see above Valid codes:

#1: 'Hillary Clinton', 'Rudy Giuliani'

#2: 'Hillary Clinton', 'John McCain'

#3: 'Hillary Clinton', 'Mitt Romney'

#4: 'Hillary Clinton', 'Mike Huckabee'

#5: 'Barack Obama', 'Rudy Giuliani'

#6: 'Barack Obama', 'John McCain' #7: 'Barack Obama', 'Mitt Romney'

#8: 'Barack Obama', 'Mike Huckabee'

#9: 'John Edwards', 'Rudy Giuliani'

#10: 'John Edwards', 'John McCain'

#11: 'John Edwards', 'Mitt Romney'

#12: 'John Edwards', 'Mike Huckabee'

Missing values:

```
<-8> Skipped
```

<-9> Not asked

# End module votefollow

#### Module mediause

Now we'd like to ask you some questions about the media and politics in general.

Variable name: JCAP801\_ <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS

<6 fixed> OTHER

Variable label: TV WATCHING 4:00 PM -

Question: 4:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of

these stations at these times yesterday?

Variable type: categorical

Order: fixed Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

Variable name: JCAP802\_

<1> ABC <2> CBS

<3> NBC

<4> FOX

<5> PBS

<6 fixed> OTHER

Variable label: TV WATCHING 4:30 PM -

Question: 4:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of

these stations at these times yesterday?

Variable type: categorical

Order: fixed Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

Variable name: JCAP803\_

```
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 5:00 PM -
Question: 5:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: JCAP804_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 5:30 PM -
Question: 5:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: JCAP805_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 6:00 PM -
Question: 6:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
```

Variable type: categorical

these stations at these times yesterday?

```
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: JCAP806_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 6:30 PM -
Question: 6:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: JCAP807_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 7:00 PM -
Question: 7:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: JCAP808_
<1> ABC
```

```
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 8:00 PM -
Question: 8:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> ves
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: JCAP809_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 9:00 PM -
Question: 9:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: JCAP810
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 10:00 PM -
Question: 10:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
```

Variable type: categorical Order: fixed

Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: JCAP811\_ <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS <6 fixed> OTHER Variable label: TV WATCHING 11:00 PM -Question: 11:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: JCAP812 Variable label: LOCAL NEWS INDICATOR Question: Was the local news a part of the programming you watched yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: JCAP813 Variable label: LEVEL OF INTEREST IN POLITICS/CURRENT EVENTS Question: Variable type: categorical Order: Valid codes: <1> Very much interested <2> Somewhat interested

<3> Not much interested

<4> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: JCAP400\_ <1> Saw a campaign ad on TV

- <2> Received a piece of campaign mail (US Post or email)
- <3> Donated money to a candidate or party
- <4> Received a pamphlet on my door
- <5> Wore a button or sticker for a candidate
- <6> Discussed a candidate with someone
- <7> Received a visit from a campaign worker
- <8> Heard a radio ad for a candidate
- <9> Saw a yard sign for a candidate
- <10> Went to hear a candidate speak
- <11> Got a phone call from a campaign
- <12> Visited a candidate web site
- <13> Heard about candidate at religious service Variable label: PRES CAMPAIGN OCCURRENCES -

Question: Thinking about the presidential candidates and their campaigns, did any of the following

things happen to you YESTERDAY?

Variable type: categorical

Order: grid with randomized rows

Valid codes: <1> Yes <2> No

Missing values:

<8> Skipped

<9> Not asked

# Variable name:

-[JCAP401] We're interested in which campaigns you experienced YESTERDAY: Rudy Giuliani

-[JCAP402] We're interested in which campaigns you experienced YESTERDAY: John McCain

-[JCAP403] We're interested in which campaigns you experienced YESTERDAY: Fred Thompson

-[JCAP404] We're interested in which campaigns you experienced YESTERDAY: Mike Huckabee

-[JCAP405] We're interested in which campaigns you experienced YESTERDAY: Hillary Clinton

-[JCAP406] We're interested in which campaigns you experienced YESTERDAY: John Edwards

-[JCAP407] We're interested in which campaigns you experienced YESTERDAY: Barack Obama

-[JCAP408] We're interested in which campaigns you experienced YESTERDAY: Mitt Romney

-[JCAP409] {fixed = 1} Other

Variable label: CAMPAIGN -

*Question:* We're interested in which campaigns you experienced YESTERDAY. Please tell us whose campaign you interacted with in each of the following ways.

Variable type: categorical

Order: grid with randomized rows

#### Valid codes:

- <1> Saw ad
- <2> Got mail
- <3> Gave money
- <4> Got pamphlet
- <5> Wore button
- <6> Discussed candidate
- <7> Received visit
- <8> Heard radio ad
- <9> Saw yard sign
- <10> Went to hear
- <11> Received a message
- <12> Visited web site
- <13> Heard about candidate at religious service

Missing values:

- <8> Skipped
- <9> Not asked

# End module mediause

# Module information

Variable name: JCAP6

Variable label: COUNTRY'S MOST IMPORTANT PROBLEM

Question: What is the most important problem facing the country today?

Variable type: categorical

Order: randomized

Valid codes:

- <1> War in Iraq
- <2> Terrorism
- <3> Education
- <4> Health Care and Health costs
- <5> Corruption in Government
- <6> Energy Supply/Gas and Oil Prices
- <7> Economy and Jobs
- <8> Rising Prices
- <9> Poverty
- <10> Housing
- <11> Immigration
- <12> Crime
- <13> Drug Abuse
- <14> Taxes/Deficit
- <15> Social Security and pensions
- <16> Abortion
- <17> Gay Marriage
- <18> Pollution and the Environment

<19 fixed> Other [JCAP6\_T]

<20> The same people have been in power too long

<21> Civil Rights

Missing values:

<98> Skipped

<99> Not asked

Variable name: JCAP9

Variable label: ECONOMY CHANGE OVER PAST YEAR

Question: Would you say that OVER THE PAST YEAR the nation's economy has...?

Variable type: Order: reverse Valid codes:

<1> Gotten much better

<2> Gotten better

<3> Stayed about the same

<4> Gotten worse

<5> Gotten much worse

<6 fixed> Not sure Missing values:

<8> Skipped

<9> Not asked

Variable name: JCAP10

Variable label: EXPECTED ECONOMY CHANGE OVER NEXT YEAR

Question: What about the next 12 months? Do you expect the economy, in the country as a whole, to...

Variable type: categorical

Order: reverse Valid codes:

<1> Get much better

<2> Get somewhat better

<3> Stay the same

<4> Get somewhat worse

<5> Get much worse

<6 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: JCAP51

Variable label: MONEY INVESTED IN STOCKMARKET

Question: Do you personally, or jointly with a spouse, have any money invested in the stock market

right now -- either in an individual stock or in a mutual fund?

Variable type: categorical

Order: fixed Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

# End module information

# Module religion

Variable name: JCAP34

Variable label: IMPORTANCE OF RELIGION

Question: Would you say your religion provides some guidance in your day-to-day living, quite a bit of

guidance, or a great deal of guidance in your day-to-day life?

Variable type: categorical

Order: reverse Valid codes:

<1> Some guidance

<2> Quite a bit of guidance

<3> A great deal of guidance

<4 fixed> Don't know

Missing values: <8> Skipped

<9> Not asked

# End module religion

# Module demographics

Variable name: JCAP8\_3

Variable label: 3 POINT PARTY ID

Question: Generally speaking, do you think of yourself as a ...?

Variable type: categorical

Order: reverse Valid codes:

- <1> Democrat [JCAP8:strongdem] {popup} Would you call yourself a strong Democrat or a not very strong Democrat?
- <2> Republican [JCAP8:strongrep] {popup} Would you call yourself a strong Republican or a not very strong Republican?
- <3 fixed> Independent [JCAP8:lean] {popup} Do you think of yourself as closer to the Democratic or the Republican Party?
- <4 fixed> Other [JCAP8\_3T{open}]

<5 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: JCAP5

Variable label: GEORGE BUSH APPROVAL

Question: Do you approve or disapprove of the way George Bush is handling his job as President?

Variable type: categorical

Order: reverse Valid codes:

- <1> Approve [JCAP5A:yesno] {popup} Do you approve strongly?
- <2> Neither approve nor disapprove
- <3> Disapprove [JCAP5D:yesno] {popup} Do you disapprove strongly?
- <4 fixed> Not sure
  Missing values:
- <8> Skipped
- <9> Not asked

End module demographics

#### **March Wave**

Variable name: mdisp

Variable label: MARCH INTERVIEW DISPOSITION

Valid codes: <1> Complete

<2> Started - Not Complete

<3> Never Started

# Module Attentiveness

Variable name: MCAP1\_ <1> Look up movie times

- <2> Plan vacations
- <3> Find restaurants
- <4> Get directions
- <5> Read about politics
- <6> Keep in touch with friends
- <7> Pay bills
- <8> Read the news
- <9> Look at sports highlights
- <10> Shopping
- <11 fixed> Other

Variable label: USE INTERNET (7 DAYS)

Question: We are interested in the kinds of things people do when they use the Internet. What kinds of things have you used the Internet to do in the LAST SEVEN DAYS? (Choose as many as apply to you)

Variable type: categorical

Order: randomized

Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP10

Variable label: USE INTERNET (7 DAYS) - OTHER TEXT

Question: We are interested in the kinds of things people do when they use the Internet. What kinds of

things have you used the Internet to do in the LAST SEVEN DAYS?

Variable type: String Order: randomized Missing values: None

Variable name: MCAP2\_

<1> Sports

<2> Movies

<3> Prime time shows (like "Two and a Half Men", or "Grey's Anatomy")

<4> News programs (like "60 Minutes", "Dateline", "Primetime Live", "Anderson Cooper 360" or the "Evening News")

<5> Late Night Comedy/Talk shows (like the "Tonight Show", "Late Night", or the "Late Show")

<6> Daytime talk shows (like "Oprah", "Ellen", or "Dr. Phil")

<7> Political talk shows (like "Hannity and Colmes", "Meet the Press", "This Week", "Face the Nation", or "Hardball")

<8> Satire Shows (like the "Daily Show", the "Colbert Report", or "Saturday Night Live")

<9 fixed> Other

Variable label: TELEVISION LAST 7 DAYS -

Question: And what kinds of things have you watched on television in the LAST SEVEN DAYS? (Choose as

many as apply to you) Variable type: categorical

Order: randomized

<1> Yes <2> No

Valid codes:

Missing values: <8> Skipped

<9> Not asked

Variable name: MCAP2O

Variable label: TELEVISION LAST 7 DAYS -OTHER TEXT

Question: And what kinds of things have you watched on television in the LAST SEVEN DAYS?

Variable type: String Order: randomized Missing values: None Variable name: MCAP3

- <1> Sports
- <2> Movies
- <3> Television programming
- <4> Politics
- <5> Cars
- <6> Food
- <7> Vacations/Holidays
- <8> Shopping
- <9> Hobbies
- <10 fixed> Other

Variable label: TALK ABOUT LAST 7 DAYS -

Question: Which of the following topics have you talked about with your friends, co-workers or family in

the LAST WEEK? (Choose as many as apply to you)

Variable type: categorical

Order: randomized

Valid codes:

<1> Yes

<2> No

Missing values:

<8> Skipped

<9 fixed> Not asked

Variable name: MCAP30

Variable label: TALK ABOUT LAST 7 DAYS -OTHER TEXT

Question: Which of the following topics have you talked about with your friends, co-workers or family in

the LAST WEEK?

Variable type: String

Order: randomized

Missing values: None

# Variable name:

- -[MCAP916] In uncertain times, I usually expect the best
- -[MCAP917] It's easy for me to relax
- -[MCAP918] If something can go wrong for me, it will
- -[MCAP919] I'm always optimistic about my future
- -[MCAP920] I enjoy my friends a lot
- -[MCAP921] It's important for me to keep busy
- -[MCAP922] I hardly ever expect things to go my way
- -[MCAP923] I don't get upset too easily
- -[MCAP924] I rarely count on good things happening to me
- -[MCAP925] Overall, I expect more good things to happen to me than bad

Variable label: OPTIMISM -

Question: Please tell us how much the following statements describe you personally.

Variable type: categorical

*Order:* grid roworder = randomize

Valid codes:

<1> I agree a lot

<2> I agree a little

<3> I neither agree nor disagree

<4> I disagree a little

<5> I disagree a lot

Missing values:

<8> Skipped

<9 fixed> Not asked

Variable name: MCAP11

Variable label: RIGHT DIRECTION

Question: Generally speaking, would you say things in the country are going in the right direction, or are

they off on the wrong track? *Variable type:* categorical

Order: fixed Valid codes:

<1> Right Direction <2> Wrong Track *Missing values:* <8> Skipped

<9 fixed> Not asked

Variable name: MCAP12

<1> Bill Clinton

<2> George H.W. Bush <3> Ronald Reagan

<4> Jimmy Carter

<5> Richard Nixon <6> Lyndon Johnson

<9 fixed> I don't know

Variable label: PRESIDENT PERFORMANCE RANKING -

Question: Please rank the following past U.S. presidents by dragging them to the list on the right. Regardless of who you may have voted for, please order the presidents in terms of who you think did the best job as president of the United States.

Variable type: categorical

Order: rank slots = 4 order = randomize

Valid codes:

<1>1

<2>2

<3>3

<4>4

Missing values:

<8> Skipped

<9 fixed> Not asked

End module attentiveness

#### Module Issues

We'd like to get your opinion on some issues that have been in the news recently. On the next couple of pages, we will ask you about your positions on some important issues and where you think the candidates stand on these issues.

Variable name: MCAP16

Variable label: IMMIGRATION SELF PLACEMENT

Question: Which comes closest to your view about illegal immigration?

Variable type: categorical

Order: randomized Valid codes:

<1> Illegal immigrants should be arrested and deported.

<2> Illegal immigrants now living in the U.S. should be allowed to become citizens if they pay

a fine

<3 fixed> I'm not sure, I haven't thought much about this.

Missing values: <8> Skipped <9> Not asked

## Variable name:

-[MCAP16G\_C] Hillary Clinton -[MCAP16G\_O] Barack Obama -[MCAP16G\_M] John McCain

Variable label: IMMIGRATION CAND OPINION -

Question: And what about the candidates? What do they think? Illegal immigrants should be...

Variable type: categorical

Order: randomized

Valid codes:

<1> arrested and deported

<2> fined and allowed to become citizens

<9 fixed> Don't Know

Missing values: <98> Skipped <99> Not asked

Variable name: MCAP20

Variable label: HEALTH CARE SELF PLACEMENT

Question: Which comes closest to your view about providing health care in the United States?

Variable type: categorical

Order: randomized Valid codes:

<1> The Government should provide everyone with health care and pay for it with tax dollars.

<2> Companies should be required to provide health insurance for their employees and the government should provide subsidies for those who are not working or retired.

<3> Health insurance should be voluntary. Individuals should either buy insurance or obtain it through their employers as they do currently. The elderly and the very poor should be covered

by Medicare and Medicaid as they are currently.

<4 fixed> I'm not sure, I haven't thought much about this

Missing values: <8> Skipped

<9> Not asked

## Variable name:

-[MCAP20G\_C] Hillary Clinton -[MCAP20G\_O] Barack Obama

-[MCAP20G M] John McCain

Variable label: HEALTH CARE CAND OPINION -

Question: And what about the candidates? What do they think? Health care should be should be...

Variable type: categorical Order: randomized grid

Valid codes:

<1> government provided for all

<2> employer provided for workers; government subsidies for unemployed/retirees

<3> up to individual; government programs for elderly and poor

<9 fixed> Don't Know

Missing values: <98> Skipped <99> Not asked

Variable name: MCAP21

Variable label: IRAQ SELF PLACEMENT

Question: How long should the U.S. stay in Iraq?

Variable type: categorical

Order: reversed Valid codes:

<1> Should leave immediately

<2> Should leave before the end of this year (2008)

- <3> Should stay for at least another year but not indefinitely
- <4> Should stay in Iraq as long as it takes to stabilize the country
- <5 fixed> I'm not sure, I haven't thought much about this.

Missing values:

<8> Skipped

<9> Not asked

## Variable name:

-[MCAP21G\_C] Hillary Clinton

-[MCAP21G\_O] Barack Obama

-[MCAP21G\_M] John McCain

Variable label: IRAQ CAND OPINION -

Question: And what about the candidates? What do they think? The U.S. should...

Variable type: categorical Order: randomized grid

Valid codes:

<1> leave immediately

<2> leave before the end of 2008

<3> leave in 2009 or later, but not stay indefinitely

<4> stay as long as it takes to stabilize

<9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

Variable name: MCAP23

Variable label: ENVIRONMENT SELF PLACEMENT

Question: Should the federal government take actions to slow the effects of climate change and global warming even if it costs some jobs and makes life inconvenient for Americans or should maintaining jobs and our standard of living be given priority? Please click on the ruler and drag the marker to the location that comes closest to your opinion.

Variable type: continuous

Valid codes: rule 0 100

left = "The federal government should take actions to slow the effects of climate change"

right = "Maintaining jobs and standard of livingshould be given priority"

Missing values: <998> Skipped <999> Not asked

Variable name: MCAP24

Variable label: TAXES SELF PLACEMENT

Question: Do you favor raising federal taxes on families earning more than \$200,000 per year?

Variable type: categorical

Order: reversed Valid codes:

<1> Strongly Favor <2> Somewhat Favor

<3> Somewhat Oppose

<4> Strongly Oppose

<5 fixed> I'm not sure, I haven't thought much about this.

Missing values: <8> Skipped

<9> Not asked

## Variable name:

-[MCAP24G\_C] Hillary Clinton

-[MCAP24G\_O] Barack Obama

-[MCAP24G\_M] John McCain

Variable label: TAXES CAND OPINION -

Question: And what about the candidates? Do they favor raising federal taxes on families earning more

than \$200,000 per year? should be...

Variable type: categorical

Order: grid with randomized rows

Valid codes:

- <1> Strongly Favor
- <2> Somewhat Favor
- <3> Somewhat Oppose
- <4> Strongly Oppose
- <9 fixed> Don't Know

Missing values:

- <98> Skipped
- <99> Not asked

#### End module issues

## Module candassess

#### Variable name:

- -[MCAP300 M] {varlabel = "John McCain FAVORABILITY"} John McCain
- -[MCAP300\_C] {varlabel = "Hillary Clinton FAVORABILITY"} Hillary Clinton
- -[MCAP300\_O] {varlabel = "Barack Obama FAVORABILITY"} Barack Obama

*Question:* Here is a list of candidates running for president. How favorable is your impression of each candidate or haven't you heard enough to say?

Variable type: categorical

Order: reversed Valid codes:

- <2> Very Favorable
- <1> Somewhat Favorable
- <0> Neutral
- <3> Somewhat Unfavorable
- <4> Very Unfavorable
- <5 fixed> Haven't heard enough

Missing values:

- <8> Skipped
- <9> Not asked

#### Variable name:

- -[MCAP700S] {fixed=1 varlabel = "SELF IDEOLOGY"} Yourself
- -[MCAP700\_C if not MCAP300C or MCAP300C in [0,1,2,3,4]] {varlabel = "CLINTON IDEOLOGY"} Hillary Clinton
- -[MCAP700\_O if not MCAP300O or MCAP300O in [0,1,2,3,4]] {varlabel = "OBAMA IDEOLOGY"} Barack Obama
- -[MCAP700\_M if not MCAP300M or MCAP300M in [0,1,2,3,4]] {varlabel = "MCCAIN IDEOLOGY"} John McCain

*Question:* Thinking about politics these days, how would you describe the political viewpoint of the following individuals?

Variable type: categorical

Order: grid roworder = randomize

Valid codes: <1> Very liberal <2> Liberal

<3> Moderate

- <4> Conservative
- <5> Very Conservative
- <6 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

## Variable name:

- -[MCAP900C if not MCAP300C or MCAP300C in [0,1,2,3,4]] Hillary Clinton
- -[MCAP9000 if not MCAP3000 or MCAP3000 in [0,1,2,3,4]] Barack Obama
- -[MCAP900M if not MCAP300M or MCAP300M in [0,1,2,3,4]] John McCain

Variable label: STRONG LEADER DESCRIBES -

Question: How well does the phrase "strong leader" describe the following candidates?

Variable type: categorical

*Order: grid roworder = randomize* 

Valid codes:

- <3> Extremely Well
- <2> Quite Well
- <1> Not too Well
- <0> Not Well at All
- <9 fixed> Don't Know

Missing values:

- <98> Skipped
- <99> Not asked

## Variable name:

- -[MCAP901C if not MCAP300C or MCAP300C in [0,1,2,3,4]] Hillary Clinton
- -[MCAP9010 if not MCAP3000 or MCAP3000 in [0,1,2,3,4]] Barack Obama
- -[MCAP901M if not MCAP300M or MCAP300M in [0,1,2,3,4]] John McCain

Variable label: TRUSTWORTHY DESCRIBES -

Question: How well does the word "trustworthy" describe the following candidates?

Variable type: categorical

*Order:* grid roworder = randomize

Valid codes:

- <3> Extremely Well
- <2> Quite Well
- <1> Not too Well
- <0> Not Well at All
- <9 fixed> Don't Know

Missing values:

- <98> Skipped
- <99> Not asked

## Variable name:

- -[MCAP903C if not MCAP300C or MCAP300C in [0,1,2,3,4]] Hillary Clinton
- -[MCAP903O if not MCAP300O or MCAP300O in [0,1,2,3,4]] Barack Obama

-[MCAP903M if not MCAP300M or MCAP300M in [0,1,2,3,4]] John McCain

Variable label: HAS THE RIGHT EXPERIENCE DESCRIBES -

Question: How well does the phrase "has the right experience" describe the following candidates?

Variable type: categorical

Order: grid roworder = randomize

Valid codes:

<3> Extremely Well

<2> Quite Well

<1> Not too Well

<0> Not Well at All

<9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

## Variable name:

- -[MCAP910] Tell us how much you agree with the following policies: Repealing mandatory minimum sentences for non-violent offenses
- -[MCAP911] Tell us how much you agree with the following policies: Building a 700 mile fence along U.S. border
- -[MCAP912] Tell us how much you agree with the following policies: Use of the death penalty for prisoners convicted of murder
- -[MCAP913] Tell us how much you agree with the following policies: Banning the possession of handguns except for police
- -[MCAP914] Tell us how much you agree with the following policies: Increasing federal spending on welfare programs
- -[MCAP915] Tell us how much you agree with the following policies: Considering an applicant's race when making decisions about college admissions

Variable label: RACE SCALE -

Question: Tell us how much you agree with the following policies: Considering

Variable type: categorical

Order: fixed Valid codes:

<1> Strongly agree

<2> Somewhat agree

<3> Somewhat disagree

<4> Strongly disagree

<9> Don't Know

Missing values:

<98> Skipped

<99> Not asked

End module candassess

Module vote

Variable name: MCAP7

Variable label: REGISTERED TO VOTE

Question: Are you currently registered to vote in the upcoming (R's state PRIMARY or CAUCUS) in (R's

STATE)?

Variable type: categorical

Order: fixed Valid codes:

<1> Yes, I'm registered <2> No, I'm not registered

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP7T\_AUXR

Variable label: REPORTED TURNOUT IN REP PRIMARY (ONLY REP PRIMARY IS OVER)

*Question:* Lots of things can happen that keep people from making it to the polls during the primaries. Which best describes your situation on the day of the Republican (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: reverse Valid codes:

<1> I intended to vote and I made it to the polls

<2> I voted early (mail, in person, or absentee) in the Republican (R's state PRIMARY or

CAUCUS)

<3> I intended to vote but something came up

<4> I did not intend to vote in the Republican (R's state PRIMARY or CAUCUS) and didn't do so

Missing values:

<8> Skipped

<9> Not asked

Variable name: MCAP7R\_AUXR

Variable label: PLAN TO REGISTER BEFORE DEM PRIMAR (REP PRIMARY OVER AND R DID NOT VOTE IN

IT)

Question: Do you plan to register before the (R's STATE) Democratic (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: reverse
Valid codes:
<1> Yes
<2> No

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP7TD\_AUXR

Variable label: LIKELY TURNOUT IN DEM PRIMARY (REP PRIMARY OVER AND R DID NOT VOTE IN IT)

Question: Lots of things happen that keep people from making it to the polls during the primaries. How likely are you to actually make it to the Democratic (R's state PRIMARY or CAUCUS) on election day?

Variable type: categorical

Order: reverse Valid codes:

<1> I am certain to vote

- <2> It is very likely I will vote
- <3> It is somewhat likely I will vote
- <4> It is somewhat unlikely I will vote
- <5> It is very unlikely I will vote
- <6> I am certain that I will not vote

Missing values: <8> Skipped

<9> Not asked

Variable name: MCAP7T\_AUXD

Variable label: REPORTED TURNOUT IN DEM PRIMARY (ONLY DEM PRIMARY IS OVER)

*Question:* Lots of things can happen that keep people from making it to the polls during the primaries. Which best describes your situation on the day of the Democratic (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: reverse Valid codes:

<1> I intended to vote and I made it to the polls

<2> I voted early (mail, in person, or absentee) in the Democratic (R's state PRIMARY or CAUCUS)

<3> I intended to vote but something came up

<4> I did not intend to vote in the Democratic (R's state PRIMARY or CAUCUS) and didn't do so

Missing values: <8> Skipped

<9> Not asked

Variable name: MCAP7R AUXD

Variable label: PLAN TO REGISTER BEFORE REP PRIMARY (DEM PRIMARY OVER AND R DID NOT VOTE IN

IT)

Question: Do you plan to register before the (R's STATE) Republican (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: reverse Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP7TR\_AUXD

Variable label: LIKELY TURNOUT IN REP PRIMARY (DEM PRIMARY OVER AND R DID NOT VOTE IN IT)

Question: Lots of things happen that keep people from making it to the polls during the primaries. How likely are you to actually make it to the Republican (R's state PRIMARY or CAUCUS) on election day?

Variable type: categorical

Order: reverse Valid codes:

<1> I am certain to vote <2> It is very likely I will vote <3> It is somewhat likely I will vote

<4> It is somewhat unlikely I will vote

<5> It is very unlikely I will vote

<6> I am certain that I will not vote

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP7R AUX

Variable label: PLAN TO REGISTER BEFORE GENERAL (STATE PRIMARIES ARE BOTH OVER)

Question: Do you plan to register before the presidential election in November?

Variable type: categorical

Order: fixed Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP7T AUX

Variable label: REPORTED TURNOUT (STATE PRIMARIES ARE BOTH OVER)

Question: Lots of things can happen that keep people from making it to the polls during the primaries. Which best describes your on situation on the day of the (R's STATE) (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: reverse Valid codes:

<1> I intended to vote and I made it to the polls

<2> I voted early (mail, in person, or absentee)

<3> I intended to vote but something came up

<4> I did not intend to vote and didn't do so

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP4\_AUX

Variable label: WHICH PARTY PRIMARY? (STATE PRIMARIES ARE OVER)

Question: Did you vote in the Republican presidential (R's state PRIMARY or CAUCUS) or the Democratic

presidential (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: reverse
Valid codes:
<1> Democratic
<2> Republican
Missing values:
<8> Skipped

#### <9> Not asked

Variable name: MCAP7R

Variable label: PLAN TO REGISTER (BEFORE STATE PRIMARY)

Question: Do you plan to register before the (R's STATE) (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: fixed Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP4

Variable label: WHICH PARTY PRIMARY? (UPCOMING PRIMARY)

Question: If your state's presidential primary or caucuses were held today, would you vote in the Republican presidential (R's state PRIMARY or CAUCUS) or the Democratic presidential (R's state

PRIMARY or CAUCUS)? *Variable type:* categorical

Order: reverse
Valid codes:
<1> Democratic
<2> Republican
<3 fixed> Not Sure
Missing values:
<8> Skipped
<9> Not asked

Variable name: MCAP7T

Variable label: LIKELY TURNOUT (UPCOMING PRIMARY)

Question: Lots of things happen that keep people from making it to the polls during the primaries. How

likely are you to actually make it to the (R's state PRIMARY or CAUCUS) on election day?

Variable type: categorical

Order: reverse Valid codes:

<1> I am certain to vote

<2> It is very likely I will vote

<3> It is somewhat likely I will vote

<4> It is somewhat unlikely I will vote

<5> It is very unlikely I will vote

<6> I am certain that I will not vote

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP600ALL

<1> Hillary Clinton

<2> Barack Obama

<3> John McCain

<4> Ralph Nader

Variable label: LIKE THE BEST - CANDIDATE RANKING -

Question: Please rank the following presidential candidates by dragging them to the list on the right. REGARDLESS OF (HOW YOU VOTED/HOW YOU WILL VOTE depending on R's state), please order the candidates in terms of who YOU LIKE THE REST.

candidates in terms of who YOU LIKE THE BEST.

Variable type: categorical

Order: rank slots = 4 order = randomize

Valid codes:

<1>1

<2>2

<3>3

<4>4

Missing values:

<8> Skipped

<9> Not asked

Variable name: MCAP606D

Variable label: DEM PRIMARY VOTE

Question: Who did you vote for in the (R's STATE) Democratic (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton

<2> John Edwards

<3> Barack Obama

<4> Chris Dodd

<5> Joe Biden

<6> Mike Gravel

<7> Dennis Kucinich

<8> Bill Richardson

<9 fixed> Not sure

Missing values:

<98> Skipped

<99> Not asked

Variable name: MCAP606R

Variable label: REP PRIMARY VOTE

Question: Who did you vote for in the (R's STATE) Republican (R's state PRIMARY or CAUCUS)?

Variable type: categorical

Order: randomized

Valid codes:

<1> Rudy Giuliani

<2> John McCain

<3> Fred Thompson

<4> Mike Huckabee

<5> Ron Paul

<6> Tom Tancredo

<7> Duncan Hunter

<8> Mitt Romney

<9 fixed> Not sure

Missing values:

<98> Skipped

<99> Not asked

Variable name: MCAP606DU

Variable label: NOT SURE DEM PRIMARY VOTE

Question: If you decide to vote in the Democratic (R's state PRIMARY or CAUCUS), who will you (or did

you) vote for?

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton

<2> John Edwards

<3> Barack Obama

<4> Chris Dodd

<5> Joe Biden

<6> Mike Gravel

<7> Dennis Kucinich

<8> Bill Richardson

<9 fixed> Not sure

Missing values:

<98> Skipped

<99> Not asked

Variable name: MCAP606RU

Variable label: NOT SURE REP PRIMARY VOTE

Question: If you decide to vote in the Republican (R's state PRIMARY or CAUCUS), who will you (or did

you) vote for?

Variable type: categorical

Order: randomized

Valid codes:

<1> Rudy Giuliani

<2> John McCain

<3> Fred Thompson

<4> Mike Huckabee

<5> Ron Paul

<6> Tom Tancredo

<7> Duncan Hunter

<8> Mitt Romney

<9 fixed> Not sure

Missing values:

<98> Skipped

<99> Not asked

#### End module vote

#### Module nominee

Variable name: MCAP601D Variable label: VIABILITY DEM

Question: Who do you think WILL WIN the Democratic party nomination?

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton <3> Barack Obama *Missing values:* <8> Skipped <9> Not asked

Variable name: MCAP610

Variable label: SUPPORT CANDIDATE IF DEM SUPER DELEGATES OVERTURN POPULAR VOTE

*Question:* As you may know, super delegates at the Democratic Convention will probably determine who wins the Democratic nomination. If the nominee is NOT the candidate who has won the most votes in the primaries, would you be more or less likely to vote for that candidate in the general election in

November?

Variable type: categorical

Order: fixed Valid codes:

<1> A lot less likely

<2> Somewhat less likely

<3>It would have no effect on my vote

<4>Somewhat more likely

<5>A lot more likely

Missing values:

<8> Skipped

<9> Not asked

Variable name: MCAP608

Variable label: ONE DEMOCRATIC SHOULD WITHDRAW FOR GOOD OF PARTY

Question: Some people say that for the good of the Democratic Party, one of the candidates ought to

withdraw from the race now. Which view comes closest to your position on this matter?

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton should withdraw now

<2> Barack Obama should withdraw now

<3> Neither candidate should withdraw at this stage

<9 fixed> Not sure, I haven't thought much about this

Missing values:

<98> Skipped

<99> Not asked

## End module nominees

# Module votefollow

Variable name: MCAP607D

Variable label: ELECTABILITY DEM

Question: Regardless of who you think will win the Democratic party nomination, who do you think has

the best chance of beating John McCain in the GENERAL ELECTION IN NOVEMBER?

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton <3> Barack Obama *Missing values:* <8> Skipped

<9> Not asked

Variable name: MCAP603M

Variable label: CLINTON VS. MCCAIN

Question: Thinking about the general election in November, who would you vote for if the election was

a choice between...

Variable type: categorical

Order: randomized

Valid codes:

<1> Hillary Clinton <2> John McCain <3 fixed> Not Sure *Missing values:* 

<8> Skipped <9> Not asked

Variable name: MCAP605A

Variable label: OBAMA VS. MCCAIN

Question: Who would you vote for if the election was between...

Variable type: categorical

Order: randomized

Valid codes:

<1> Barack Obama <2> John McCain <3 fixed> Not Sure *Missing values:* <8> Skipped

<9> Not asked

End module votefollow

Module mediause

Now we'd like to ask you some questions about the media and politics in general.

```
Variable name: MCAP801_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 4:00 PM -
Question: 4:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: MCAP802_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 4:30 PM -
Question: 4:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: MCAP803_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
```

Variable label: TV WATCHING 5:00 PM -

Question: 5:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of

these stations at these times yesterday?

Variable type: categorical

Order: fixed Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP804\_

<1> ABC

<2> CBS

<3> NBC

<4> FOX

<5> PBS

<6 fixed> OTHER

Variable label: TV WATCHING 5:30 PM -

Question: 5:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of

these stations at these times yesterday?

Variable type: categorical

Order: fixed Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP805\_

<1> ABC <2> CBS

<3> NBC

<4> FOX

<5> PBS

<6 fixed> OTHER

Variable label: TV WATCHING 6:00 PM -

Question: 6:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of

these stations at these times yesterday?

Variable type: categorical

Order: fixed Valid codes: <1> yes <2> no

Missing values:

<8> Skipped

# <9> Not asked Variable name: MCAP806 <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS <6 fixed> OTHER Variable label: TV WATCHING 6:30 PM -Question: 6:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: MCAP807\_ <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS <6 fixed> OTHER Variable label: TV WATCHING 7:00 PM -Question: 7:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: MCAP808\_ <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS <6 fixed> OTHER

Variable label: TV WATCHING 8:00 PM -

Question: 8:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical *Order:* fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: MCAP809 <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS <6 fixed> OTHER Variable label: TV WATCHING 9:00 PM -Question: 9:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: MCAP810\_ <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS <6 fixed> OTHER Variable label: TV WATCHING 10:00 PM -Question: 10:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values:

<8> Skipped <9> Not asked

Variable name: MCAP811\_ <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS <6 fixed> OTHER Variable label: TV WATCHING 11:00 PM -Question: 11:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical *Order:* fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: MCAP812 Variable label: LOCAL NEWS INDICATOR Question: Was the local news a part of the programming you watched yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: MCAP815 Variable label: READ DAILY NEWSPAPER FREQUENCY IN PAST WEEK Question: How many days in the past week have you read a daily newspaper? Variable type: categorical Order: fixed Valid codes: <1>1 <2> 2 <3>3 <4>4 <5>5

<6> 6 <7> 7

<0> None
Missing values:
<8> Skipped
<9> Not asked

Variable name: MCAP820

Variable label: INTERNET USE FREQUENCY - NEWS WEBSITES

Question: IN THE LAST WEEK, how many days have you used the Internet to...

Visit news websites (like MSNBC.com, Foxnews.com, NYTimes.com)

Variable type: categorical

Order: fixed Valid codes: <0> 0

<1>1

<2> 2

<3>3

<4> 4

<5> 5

<6> 6 <7> 7

Missing values:

<8> Skipped

<9> Not asked

Variable name: MCAP821

Variable label: INTERNET USE FREQUENCY - POLITICAL BLOGS

Question: IN THE LAST WEEK, how many days have you used the Internet to... Visit political blogs (like Huffingtonpost.com, DailyKos.com, Instapundit.com)

Variable type: categorical

*Order:* fixed *Valid codes:* 

<0>0

<1>1

<2> 2

<3>3

<4>4

<5>5

<6>6

<7>7

Missing values:

<8> Skipped

<9> Not asked

Variable name: MCAP822

Variable label: INTERNET USE FREQUENCY - POST COMMENTS

Question: IN THE LAST WEEK, how many days have you used the Internet to...

Post comments on a news website or political blog

Variable type: categorical

Order: fixed Valid codes: <0>0 <1>1 <2>2 <3>3 <4>4 <5>5 <6>6 <7> 7 Missing values: <8> Skipped <9> Not asked Variable name: MCAP822 Variable label: INTERNET USE FREQUENCY - POST COMMENTS Question: IN THE LAST WEEK, how many days have you used the Internet to... Post comments on a news website or political blog Variable type: categorical Order: fixed Valid codes: <0>0 <1>1 <2>2 <3>3 <4>4 <5>5 <6>6 <7> 7 Missing values: <8> Skipped <9> Not asked Variable name: MCAP823 Variable label: INTERNET USE FREQUENCY - EXCHANGE POLITICAL EMAILS Question: IN THE LAST WEEK, how many days have you used the Internet to... Exchange political emails with friends and family Variable type: categorical Order: fixed Valid codes: <0>0 <1>1 <2> 2 <3>3 <4>4 <5>5 <6>6 <7> 7

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP813

Variable label: LEVEL OF INTEREST IN POLITICS/CURRENT EVENTS

Question: How interested are you in politics?

Variable type: categorical

Order: reverse
Valid codes:
<1> Very Much
<2> Somewhat
<3> Not that much
Missing values:
<8> Skipped
<9> Not asked

Variable name: MCAP814

Variable label: ATTENTION PAID TO PRES NOMINATING PROCESS

Question: How much attention have you paid to the presidential nominating process this winter?

Variable type: categorical

Order: reverse Valid codes: <1> Quite a bit <2> Some

<3> Not that much <4 fixed> None *Missing values:* <8> Skipped

<9> Not asked

Variable name: MCAP400\_ <1> Saw a campaign ad on TV

- <2> Received a piece of campaign mail (US Post or email)
- <3> Donated money to a candidate or party
- <4> Received a pamphlet on my door
- <5> Wore a button or sticker for a candidate
- <6> Discussed a candidate with someone
- <7> Received a visit from a campaign worker
- <8> Heard a radio ad for a candidate
- <9> Saw a yard sign for a candidate
- <10> Went to hear a candidate speak
- <11> Got a phone call from a campaign
- <12> Visited a candidate web site
- <13> Heard about candidate at religious service Variable label: PRES CAMPAIGN OCCURRENCES -

Question: Thinking about the presidential candidates and their campaigns, did any of the following

things happen to you YESTERDAY?

Variable type: categorical

Order: grid with randomized rows

Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

#### Variable name:

- -[MCAP402] We're interested in which campaigns you experienced YESTERDAY: John McCain
- -[MCAP405] We're interested in which campaigns you experienced YESTERDAY: Hillary Clinton
- -[MCAP407] We're interested in which campaigns you experienced YESTERDAY: Barack Obama
- -[MCAP409] {fixed = 1} Other Variable label: CAMPAIGN -

*Question:* We're interested in which campaigns you experienced YESTERDAY. Please tell us whose campaign you interacted with in each of the following ways.

Variable type: categorical

Order: grid with randomized rows

Valid codes: <1> Saw ad

- <2> Got mail
- <3> Gave money
- <4> Got pamphlet
- <5> Wore button
- <6> Discussed candidate
- <7> Received visit
- <8> Heard radio ad
- <9> Saw yard sign
- <10> Went to hear
- <11> Received a message
- <12> Visited web site
- <13> Heard about candidate at religious service

Missing values:

- <8> Skipped
- <9> Not asked

End module mediause

Module information

Variable name: MCAP6

Variable label: COUNTRY'S MOST IMPORTANT PROBLEM

Question: What is the most important problem facing the country today?

Variable type: categorical

Order: randomized

Valid codes:

- <1> War in Iraq
- <2> Terrorism
- <3> Education
- <4> Health Care and Health costs
- <5> Corruption in Government
- <6> Energy Supply/Gas and Oil Prices
- <7> Economy and Jobs
- <8> Rising Prices
- <9> Poverty
- <10> Housing
- <11> Immigration
- <12> Crime
- <13> Drug Abuse
- <14> Taxes/Deficit
- <15> Social Security and pensions
- <16> Abortion
- <17> Gay Marriage
- <18> Pollution and the Environment
- <19 fixed> Other [JCAP6\_T]
- <20> The same people have been in power too long
- <21> Civil Rights

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: MCAP6P

Variable label: PARTY BEST ABLE TO HANDLE PROBLEM Question: Which party is best able to handle this problem?

Variable type: categorical

Order: reverse Valid codes: <1> Republican <2> Democrat

- <3 fixed> Other party
- <4 fixed> None, no party is able to handle problem
- <5 fixed> Don't know

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: MCAP9

Variable label: ECONOMY CHANGE OVER PAST YEAR

Question: Would you say that OVER THE PAST YEAR the nation's economy has...?

Variable type:

Order: reverse Valid codes:

<1> Gotten much better

<2> Gotten better

<3> Stayed about the same

<4> Gotten worse

<5> Gotten much worse

<6 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: MCAP10

Variable label: EXPECTED ECONOMY CHANGE OVER NEXT YEAR

Question: What about the next 12 months? Do you expect the economy, in the country as a whole, to...

Variable type: categorical

Order: reverse Valid codes:

<1> Get much better

<2> Get somewhat better

<3> Stay the same

<4> Get somewhat worse

<5> Get much worse

<6 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: MCAP51

Variable label: MONEY INVESTED IN STOCKMARKET

Question: Do you personally, or jointly with a spouse, have any money invested in the stock market

right now -- either in an individual stock or in a mutual fund?

Variable type: categorical

Order: fixed Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP60 Variable label: OWN VS. RENT

Question: Do you own your home, pay rent, or what?

Variable type: categorical

Order: fixed Valid codes: <1>Own

<2>Rent

<3>Other [MCAP60T]{open}

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP61

Variable label: HOME OWNERSHIP STATUS

Question: Which of the following best describes your home ownership status?

Variable type: categorical

Order: fixed Valid codes: <1> Own outright

<2> Own with a mortgage
<3> Other [MCAP61T]{open}

Missing values: <8> Skipped <9> Not asked

Variable name: MCAP62

Variable label: CHANGE IN HOME VALUE OVER PAST 12 MONTHS

Question: Thinking over the last 12 months, do you think the value of your home has ...

Variable type: categorical

*Order:* fixed *Valid codes:* 

<1> Increased a lot <2> Increased a little <3> Stayed about the same

<4> Decreased a little

<5> Decreased a lot Missing values:

<8> Skipped

<9> Not asked

Variable name: MCAP74

Variable label: VIEW ON AMERICA'S STANDING IN THE WORLD

Question: Which comes closest to your view?

Variable type: categorical

Order: reverse Valid codes:

<1> America's standing in the world has fallen because of things America has done.

- <2> America's standing in the world has fallen but NOT because of anything that America has done.
- <3> America's standing in the world is about the same as it was 10 years ago.
- <4> America's standing in the world is better than it was 10 years ago.

Missing values: <8> Skipped

<9> Not asked

## Variable name:

- -[MCAP73] Generations of slavery and discrimination have created conditions that make it difficult for African Americans to work their way out of the lower class.
- -[MCAP70] Many other minority groups have overcome prejudice and worked their way up. African Americans should do the same without any special favors.
- -[MCAP71] Over the past few years, African Americans have gotten less than they deserve.
- -[MCAP72] It's really a matter of some people not trying hard enough; if African Americans would only try harder they could be just as well off as whites.

Variable label: RACIAL RESENTMENT -

Question: Please tell us how strongly you agree or disagree with the following statements.

Variable type: categorical

Order: reverse Valid codes:

- <1> Agree strongly
- <2> Agree somewhat
- <3> Neither agree nor disagree
- <4> Disagree somewhat
- <5> Disagree strongly

Missing values:

- <8> Skipped
- <9> Not asked

End module information

## Module religion

Variable name: MCAP34

Variable label: IMPORTANCE OF RELIGION

Question: Would you say your religion provides some guidance in your day-to-day living, quite a bit of

guidance, or a great deal of guidance in your day-to-day life?

Variable type: categorical

Order: reverse Valid codes:

- <1> Some guidance
- <2> Quite a bit of guidance
- <3> A great deal of guidance
- <4 fixed> Don't know

Missing values:

- <8> Skipped
- <9> Not asked

End module religion

Module demographics

Variable name: MCAP8 3

Variable label: 3 POINT PARTY ID

Question: Generally speaking, do you think of yourself as a ...?

Variable type: categorical

Order: reverse Valid codes:

<1> Democrat [MCAP8:strongdem] {popup} Would you call yourself a strong Democrat or a not very

strong Democrat?

<2> Republican [MCAP8:strongrep] {popup} Would you call yourself a strong Republican or a not very strong Republican?

<3 fixed> Independent [MCAP8:lean] {popup} Do you think of yourself as closer to the Democratic or the Republican Party?

<4 fixed> Other [MCAP8\_3T{open}

<5 fixed> Not sure Missing values: <8> Skipped <9> Not asked

Variable name: MCAP5

Variable label: GEORGE BUSH APPROVAL

Question: Do you approve or disapprove of the way George Bush is handling his job as President?

Variable type: categorical

Order: reverse Valid codes:

<1> Approve [MCAP5A:yesno] {popup} Do you approve strongly?

<2> Neither approve nor disapprove

<3> Disapprove [MCAP5D:yesno] {popup} Do you disapprove strongly?

<4 fixed> Not sure Missing values: <8> Skipped

<9> Not asked

End module demographics

## September wave

Variable name: sdisp

Variable label: SEPTEMBER INTERVIEW DISPOSITION

Valid codes: <1> Complete

<2> Started - Not Complete

#### <3> Never Started

Variable name: SCAP11

Variable label: RIGHT DIRECTION

Question: Generally speaking, would you say things in the country are going in the right direction, or are

they off on the wrong track? *Variable type:* categorical

Order: fixed
Valid codes:
<1> Right Direction
<2> Wrong Track
Missing values:

<9 fixed> Not asked

<8> Skipped

Variable name: SCAP16

Variable label: IMMIGRATION SELF PLACEMENT

Question: Which comes closest to your view about illegal immigration?

Variable type: categorical

Order: randomized

Valid codes:

<1> Illegal immigrants should be arrested and deported.

<2> Illegal immigrants now living in the U.S. should be allowed to become citizens if they pay

a fine.

<3 fixed> I'm not sure, I haven't thought much about this.

Missing values: <8> Skipped <9> Not asked

#### Variable name:

-[SCAP16G\_O] Barack Obama -[SCAP16G\_M] John McCain

Variable label: IMMIGRATION CAND OPINION -

Question: And what about the candidates? What do they think? Illegal immigrants should be...

Variable type: categorical Order: randomized

Valid codes:

<1> arrested and deported

<2> fined and allowed to become citizens

<9 fixed> Don't Know

Missing values: <98> Skipped <99> Not asked

Variable name: SCAP20

Variable label: HEALTH CARE SELF PLACEMENT

Question: Which comes closest to your view about providing health care in the United States?

Variable type: categorical

Order: randomized

Valid codes:

- <1> The Government should provide everyone with health care and pay for it with tax dollars.
- <2> Companies should be required to provide health insurance for their employees and the government should provide subsidies for those who are not working or retired.
- <3> Health insurance should be voluntary. Individuals should either buy insurance or obtain it through their employers as they do currently. The elderly and the very poor should be covered by Medicare and Medicaid as they are currently.

<4 fixed> I'm not sure, I haven't thought much about this

Missing values:

<8> Skipped

<9> Not asked

## Variable name:

-[SCAP20G\_O] Barack Obama

-[SCAP20G\_M] John McCain

Variable label: HEALTH CARE CAND OPINION -

Question: And what about the candidates? What do they think? Health care should be should be...

Variable type: categorical Order: randomized grid

Valid codes:

<1> government provided for all

- <2> employer provided for workers; government subsidies for unemployed/retirees
- <3> up to individual; government programs for elderly and poor

<9 fixed> Don't Know

Missing values: <98> Skipped <99> Not asked

Variable name: SCAP21

Variable label: IRAQ SELF PLACEMENT

Question: How long should the U.S. stay in Iraq?

Variable type: categorical

Order: reversed Valid codes:

- <1> Should leave immediately
- <2> Should leave before the end of this year (2008)
- <3> Should stay for at least another year but not indefinitely
- <4> Should stay in Iraq as long as it takes to stabilize the country
- <5 fixed> I'm not sure, I haven't thought much about this.

Missing values:

<8> Skipped

<9> Not asked

## Variable name:

-[SCAP21G O] Barack Obama

-[SCAP21G M] John McCain

Variable label: IRAQ CAND OPINION -

Question: And what about the candidates? What do they think? The U.S. should...

Variable type: categorical Order: randomized grid

Valid codes:

- <1> leave immediately
- <2> leave before the end of 2008
- <3> leave in 2009 or later, but not stay indefinitely
- <4> stay as long as it takes to stabilize

<9 fixed> Don't Know

Missing values: <98> Skipped <99> Not asked

Variable name: SCAP23

Variable label: ENVIRONMENT SELF PLACEMENT

Question: Should the federal government take actions to slow the effects of climate change and global warming even if it costs some jobs and makes life inconvenient for Americans or should maintaining jobs and our standard of living be given priority? Please click on the ruler and drag the marker to the location that comes closest to your opinion.

Variable type: continuous

Valid codes: rule 0 100

left = "The federal government should take actions to slow the effects of climate change"

right = "Maintaining jobs and standard of livingshould be given priority"

Missing values: <998> Skipped <999> Not asked

Variable name: SCAP24

Variable label: TAXES SELF PLACEMENT

Question: Do you favor raising federal taxes on families earning more than \$200,000 per year?

Variable type: categorical

Order: reversed Valid codes:

- <1> Strongly Favor
- <2> Somewhat Favor
- <3> Somewhat Oppose
- <4> Strongly Oppose
- <5 fixed> I'm not sure, I haven't thought much about this.

Missing values: <8> Skipped

<9> Not asked

Variable name:

-[SCAP24G\_O] Barack Obama -[SCAP24G\_M] John McCain

Variable label: TAXES CAND OPINION -

Question: And what about the candidates? Do they favor raising federal taxes on families earning more than \$200,000 per year? should be...

Variable type: categorical

Order: grid with randomized rows

Valid codes:

<1> Strongly Favor

<2> Somewhat Favor

<3> Somewhat Oppose

<4> Strongly Oppose

<9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

## Variable name:

- SCAP30R

-[SCAP30G\_O] {varlabel = "CAND IRAN - BO"} Barack Obama

-[SCAP30G M] {varlabel = "CAND IRAN - JM"} John McCain

Variable label: IRAN SELF PLACEMENT

Question: Now, thinking about Iran: In dealing with Iran, do you think the U.S. is being too

confrontational, not confrontational enough, or handling it about right?

Variable type: categorical

Order: reverse Valid codes:

<1> Too Confrontational

<2> Not Confrontational Enough

<3> About Right

<4 fixed> Don't Know

Missing values:

<8> Skipped

<9> Not asked

Variable name: SCAP33

Variable label: IRAN NUKE - SHOULD NOT STRENGTH

Question: If Iran continues with its nuclear research and is close to developing a nuclear weapon, do you believe that the United States should or should not initiate military action to destroy Iran's ability to

make nuclear weapons? *Variable type:* categorical

Order: reverse Valid codes:

<1> Should initiate Military Action [SCAP33P1:strongly] {popup variabel = "IRAN NUKE - SHOULD"

STRENGTH"} Do you feel strongly about that, or not?

<2> Should NOT Initiate Military Action [SCAP33P2:strongly] {popup varlabel = "IRAN NUKE -

SHOULD NOT STRENGTH"} Do you feel strongly about that, or not?

<3 fixed> Not Sure

Missing values:

<8> Skipped

#### <9> Not asked

Variable name: SCAP724

Variable label: DRAFT SELF PLACEMENT

Question: Do you think the U.S. should return to compulsory military service ("the draft") at this time,

or not?

Variable type: categorical

Order: reverse Valid codes: <1> Yes <2> No

<3 fixed> Not Sure
Missing values:
<8> Skipped
<9> Not asked

#### Variable name:

-[SCAP30G\_O2] Barack Obama -[SCAP30G\_M2] John McCain Variable label: DRAFT -

Question: And what about the candidates? Do they think that the U.S. should return to compulsory

military service ("the draft") at this time, or not?

Variable type: categorical

Order: grid roworder = randomize

Valid codes: <1> Yes <2> No

<3 fixed> Don't Know

Missing values: <8> Skipped <9> Not asked

Variable name: SCAP722A

Variable label: CHINA SELF PLACEMENT

Question: Today, in general, do you think of China as more of an ally or an adversary?

Variable type: categorical

Order: reverse Valid codes: <1> Ally <2> Adversary

<3 fixed> Both
<4 fixed> Neither

<5 fixed> Not Sure Missing values:

<8> Skipped

<9> Not asked

Variable name: SCAP9

Variable label: ECONOMY CHANGE OVER PAST YEAR

Question: Now thinking about the economy here in the United States, would you say that OVER THE

PAST YEAR the nation's economy has...?

Variable type: categorical

Order: reverse Valid codes:

- <1> Gotten much better
- <2> Gotten better
- <3> Stayed about the same
- <4> Gotten worse
- <5> Gotten much worse
- <6 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: SCAP10

Variable label: EXPECTED ECONOMY CHANGE OVER NEXT YEAR

Question: What about the next 12 months? Do you expect the economy, in the country as a whole, to...

Variable type: categorical

Order: reverse Valid codes:

- <1> Get much better
- <2> Get somewhat better
- <3> Stay the same
- <4> Get somewhat worse
- <5> Get much worse
- <6 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: SCAP51

Variable label: HAVE MONEY INVESTED IN STOCKS

Question: Do you personally, or jointly with a spouse, have any money invested in the stock

market right now -- either in an individual stock or in a mutual fund?

Variable type: categorical

Order: fixed Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

Variable name: SCAP930

Variable label: WALL STREET EFFECT ON HOUSEHOLD FINANCES

*Question:* As you may know, the news from Wall Street has not been good. Major investment and financial firms are in trouble and stock prices are falling. What effect will these developments have on you and your household finances?

Variable type: categorical

Order: reverse
Valid codes:
<1> A major effect
<2> A modest effect

<3> No effect

<9 fixed> Don't Know

Missing values: <98> Skipped <99> Not asked

#### Variable name:

-[ SCAP931] is currently in an economic recession?

-[ SCAP932] will be in a recession 3 months from now?

-[ SCAP933] will be in a recession 6 months from now?

-[ SCAP934] will be in a recession a year from now?

Variable label: RECESSION

Question: Do you think that the United States...

Variable type: categorical Order: grid colorder=reverse

Valid codes: <1> Yes <2> No

Missing values: <98> Skipped <99> Not asked

*Variable name:* SCAP74

Variable label: AMERICA'S STANDING

Question: Which comes closest to your view?

Variable type: categorical

Order: reverse Valid codes:

- <1> America's standing in the world has fallen because of things America has done.
- <2> America's standing in the world has fallen but NOT because of anything that America has done.
- <3> America's standing in the world is about the same as it was 10 years ago.
- <4> America's standing in the world is better than it was 10 years ago.

Missing values:

<8> Skipped

<9> Not asked

## Variable name:

-[SCAP32 HC] {variabel = "BEST FOR - HEALTH CARE"} Health Care

-[SCAP32\_NS] {variabel = "BEST FOR - NAT SECURITY"} National Security

-[SCAP32\_GP] {varlabel = "BEST FOR - GAS PRICES"} High Price of Gas

- -[SCAP32\_WI] {varlabel = "BEST FOR IRAQ"} What to do in Iraq
- -[SCAP32\_PV] {varlabel = "BEST FOR POVERTY"} Poverty
- -[SCAP32 IM] {variabel = "BEST FOR IMMIGRATION"} Immigration
- -[SCAP32\_CC] {variabel = "BEST FOR CLIMATE CHANGE"} Consequences of Climate Change
- -[SCAP32\_MF] {variabel = "BEST FOR FORECLOSURES"} Mortgage Foreclosures

Question: Think about the following issues. Which of the two major party candidates do you think is

best able to deal with these issues?

Variable type: categorical

*Order:* grid roworder = randomize colorder=reverse

Valid codes:

- <1> Barack Obama
- <2> John McCain
- <3 fixed> No Difference
- <4 fixed> Not Sure/Can't Say

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: SCAP6

Variable label: MOST IMPORTANT PROBLEM FACING COUNTRY

Question: What is the most important problem facing the country today?

Variable type: categorical

Order: randomized

Valid codes:

- <1> War in Iraq
- <2> Terrorism
- <3> Education
- <4> Health Care and Health costs
- <5> Corruption in Government
- <6> Energy Supply/Gas and Oil Prices
- <7> Economy and Jobs
- <8> Rising Prices
- <9> Poverty
- <10> Housing
- <11> Immigration
- <12> Crime
- <13> Drug Abuse
- <14> Taxes/Deficit
- <15> Social Security and pensions
- <16> Abortion
- <17> Gay Marriage
- <18> Pollution and the Environment
- <20> The same people have been in power too long
- <21> Civil Rights
- <19 fixed> Other [SCAP6\_T]

Missing values:

- <98> Skipped
- <99> Not asked

Variable name: SCAP6P

Variable label: BEST PARTY TO HANDLE MIP

Question: Which party is best able to handle this problem?

Variable type: categorical

Order: reverse Valid codes: <1> Republican <2> Democrat

<3 fixed> Other party

<4 fixed> None, no party is able to handle problem

<5 fixed> Don't know

Missing values:

<8> Skipped

<9> Not asked

#### Variable name:

- -[SCAP300\_M] {varlabel = "John McCain FAVORABILITY"} John McCain
- -[SCAP300\_O] {varlabel = "Barack Obama FAVORABILITY"} Barack Obama
- -[SCAP300\_B] {varlabel = "George Bush FAVORABILITY"} George W. Bush
- -[SCAP300\_MVP] {varlabel = "John McCain VP FAVORABILITY"} Sarah Palin
- -[SCAP300 OVP] {varlabel = "Barack Obama VP FAVORABILITY"} Joe Biden
- -[SCAP300\_CP] {varlabel = "HILLARY FAVORABILITY"} Hillary Clinton
- -[SCAP300\_MOVP] {varlabel = "Michelle Obama FAVORABILITY"} Michelle Obama
- -[SCAP300\_CMVP] {varlabel = "Cindy McCain FAVORABILITY"} Cindy McCain

Question: Here is a list of politicians. How favorable is your impression of each person or haven't you

heard enough to say? *Variable type:* categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

- <2> Very Favorable
- <1> Somewhat Favorable
- <0> Neutral
- <3> Somewhat Unfavorable
- <4> Very Unfavorable
- <5 fixed> Haven't heard enough

Missing values:

- <8> Skipped
- <9> Not asked

## Variable name:

- -[SCAP700\_s] {fixed=1 varlabel = "SELF"} Yourself
- -[SCAP700\_O] {varlabel = "OBAMA IDEOLOGY"} Barack Obama
- -[SCAP700 M] {varlabel = "MCCAIN IDEOLOGY"} John McCain
- -[SCAP700 B] {varlabel = "George Bush IDEOLOGY"} George W. Bush
- -[SCAP700 DC] {varlabel = "Dems IDEOLOGY"} Democratic Party
- -[SCAP700 RC] {varlabel = "Reps IDEOLOGY"} Republican Party
- -[SCAP700 MVP] {varlabel = "MCCAIN VP IDEOLOGY"} Sarah Palin

-[SCAP700\_OVP] {varlabel = "OBAMA VP IDEOLOGY"} Joe Biden

Question: Thinking about politics these days, how would you describe the political viewpoint of the

following individuals or groups? *Variable type:* categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes: <1> Very liberal

<2> Liberal

<3> Moderate

<4> Conservative

<5> Very Conservative

<6 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

#### Variable name:

-[SCAP900\_O] {varlabel = "'STRONG LEADER' DESCRIBES BO"} Barack Obama

-[SCAP900\_M] {varlabel = "'STRONG LEADER' DESCRIBES JM"} John McCain

Question: How well does the phrase "strong leader" describe the following candidates?

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

<3> Extremely Well

<2> Quite Well

<1> Not too Well

<0> Not Well at All

<9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

#### Variable name:

-[SCAP901\_O] {varlabel = "'TRUSTWORTHY' DESCRIBES BO"} Barack Obama

-[SCAP901\_M] {varlabel = "'TRUSTWORTHY' DESCRIBES JM"} John McCain

Question: And what about "trustworthy"?

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

<3> Extremely Well

<2> Quite Well

<1> Not too Well

<0> Not Well at All

<9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

## Variable name:

-[SCAP903\_O] {varlabel = "'RIGHT EXPERIENCE' DESCRIBES BO"} Barack Obama -[SCAP903\_M] {varlabel = "'RIGHT EXPERIENCE' DESCRIBES JM"} John McCain

Question: "has the right experience"?

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

<3> Extremely Well

<2> Quite Well

<1> Not too Well

<0> Not Well at All

<9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

#### Variable name:

-[SCAP906\_O] {varlabel = "'PATRIOTIC' DESCRIBES BO"} Barack Obama -[SCAP906\_M] {varlabel = "'PATRIOTIC' DESCRIBES JM"} John McCain

Question: And the word "patriotic"?

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

<3> Extremely Well

<2> Quite Well

<1> Not too Well

<0> Not Well at All

<9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

#### Variable name:

-[SCAP909\_O] {variabel = "'WILL IMPROVE US STANDING' DESCRIBES BO"} Barack Obama

-[SCAP909\_M] {variabel = "'WILL IMPROVE US STANDING' DESCRIBES JM"} John McCain

Question: What about this phrase: "if elected, he will improve America's standing in the world"?

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

<3> Extremely Well

<2> Quite Well

<1> Not too Well

<0> Not Well at All

<9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

## Variable name:

-[SCAP905\_O] {varlabel = "LIKE BO"} Barack Obama -[SCAP905\_M] {varlabel = "LIKE JM"} John McCain

Question: How much do you like the following candidates as people, regardless of whether you agree

with their positions on issues? *Variable type:* categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes: <3> Very much <2> Somewhat <1> Not too much <0> Not at all

<9 fixed> Don't Know

Missing values: <98> Skipped <99> Not asked

Variable name: SCAP720

Variable label: RISKIER CHOICE FOR PRESIDENT

Question: As you think about the presidential election and the direction in which the next president will

take the country, who do you think would be the riskier choice for president?

Variable type: categorical

Order: reverse
Valid codes:
<1> John McCain
<2> Barack Obama
<3 fixed> Not Sure
Missing values:
<8> Skipped
<9> Not asked

Variable name: SCAP935A

Variable label: LIKELY TO CHANGE WASHINGTON, CANDIDATE

Question: And who do you think is more likely to "change Washington"?

Variable type: categorical

Order: reverse
Valid codes:
<1> Barack Obama
<2> John McCain
<9 fixed> Don't Know
Missing values:

<8> Skipped
<9> Not asked

Variable name: SCAP936B

Variable label: LIKELY TO CHANGE WASHINGTON, CANDIDATE AND VP Question: And who do you think is more likely to "change Washington"?

Variable type: categorical

Order: reverse Valid codes:

<1> Barack Obama and Joe Biden <2> John McCain and Sarah Palin

<9 fixed> Don't Know

Missing values: <8> Skipped <9> Not asked

Variable name:

-[SCAP34G\_BO] Barack Obama -[SCAP34G\_JM] John McCain Variable label: RELIGION

Question: Thinking about religion, as far as you know, are the following candidates Christian, Muslim,

Jewish, or something else? *Variable type:* categorical

*Order:* grid roworder = randomize colorder = randomize

Valid codes: <1> Christian <2> Muslim <3> Jewish

<4> Something else <5 fixed> Don't Know

Missing values: <8> Skipped <9> Not asked

Variable name: SCAP907

Variable label: BETTER COMMANDER INCHIEF

Question: As you think about the presidential candidates, who do you think will make a better

Commander in Chief of America's armed forces?

Variable type: categorical

Order: reverse
Valid codes:
<1> John McCain
<2> Barack Obama
<3 fixed> No Difference
<4 fixed> Not Sure
Missing values:
<8> Skipped
<9> Not asked

Variable name: SCAP7

Variable label: REGISTERED TO VOTE Question: Are you registered to vote?

Variable type: categorical

Order: reverse Valid codes:

- <1> Yes, I am registered at \$address text
- <2> Yes, I am registered at this address [inputaddress1] {open}
- <3> No, I'm not currently registered to vote, but plan on registering before the election in

November

<4> Not registered

<5 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: SCAP600 Variable label: VOTE CHOICE

Question: Who do you think you will vote for in the Presidential election in November?

Variable type: categorical

Order: reverse Valid codes:

<1> Barack Obama <2> John McCain

<3 fixed> Other [SCAP600\_T] {open cols = 30}

<4 fixed> Will not vote

<5 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: SCAP601

Variable label: HOW SURE ARE YOU ABOUT VOTE CHOICE

Question: How sure are you that you will vote for \$cand\_name?

Variable type: categorical

Order: reverse Valid codes:

<1> My mind is made up.

<2> I'm almost certain that I will vote for \$cand name, but there's a chance I might change my mind.

<3> I will probably vote for \$cand\_name, but I'm still considering \$other\_cand.

<4> I'm just leaning toward \$cand name. My mind is not made up.

Missing values: <8> Skipped <9> Not asked

Variable name: SCAP602

Variable label: LIKELIHOOD OF VOTING

Question: On a scale of 1 to 10, where 10 means you will definitely vote and 1 means you definitely will

\*not\* vote, how likely are you to vote in the election for President in November?

*Variable type:* continuous (1-10)

Missing values: <98> Skipped <99> Not asked Variable name: SCAP603

Variable label: SPECIAL EFFORT TO TURNOUT

Question: Compared to other presidential elections, will you make a special effort to vote in this

election?

Variable type: categorical

Order: reverse Valid codes:

<1> Make a special effort to be sure and vote

<2> Make same effort as any other presidential election <3> Make less effort than in other presidential elections

Missing values: <8> Skipped <9> Not asked

Variable name: SCAP607

Variable label: PRIMARY TURNOUT

Question: Were you able to vote in your state's primary election or caucus this year?

Variable type: categorical

Order: fixed Valid codes:

<1> Yes [SCAP4:party] {popup order = reverse varlabel = "PRIMARY CHOICE"} In which party

primary or caucus did you vote?

<2> No

Missing values:

<8> Skipped

<9> Not asked

Variable name: SCAP606R

Variable label: REPUBLICAN PRIMARY VOTE

Question: For whom did you vote in the Republican (R's state PRIMARY or CAUCUS) earlier this year?

Variable type: categorical

Order: reverse
Valid codes:
<1> Rudy Giuliani
<2> John McCain
<3> Fred Thompson
<4> Mike Huckabee
<5> Ron Paul

<6> Tom Tancredo

<7> Duncan Hunter

<8> Mitt Romney

<9 fixed> Other

Missing values:

<98> Skipped

<99> Not asked

Variable name: SCAP606D

Variable label: DEMOCRATIC PRIMARY VOTE

Question: For whom did you vote in the Democratic (R's state PRIMARY or CAUCUS) earlier this year?

Variable type: categorical

Order: reverse Valid codes:

<1> Hillary Clinton

<2> John Edwards

<3> Barack Obama

<4> Chris Dodd

<5> Joe Biden

<6> Mike Gravel

<7> Dennis Kucinich

<8> Bill Richardson

<9 fixed> Other

Missing values:

<98> Skipped

<99> Not asked

Variable name: SCAP802a

Variable label: NEWS INTERST/GOV'T & PUBLIC AFFAIRS

Question: Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs...

Variable type: categorical

Order: reverse Valid codes:

<1> Most of the time

<2> Some of the time

<3> Only now and then

<4> Hardly at all

<5 fixed> Don't Know

Missing values: <8> Skipped

<9> Not asked

Variable name: SCAP801\_

<1> ABC

<2> CBS

<3> NBC

<4> FOX

<5> PBS

<6 fixed> OTHER

Variable label: TV WATCHING 4:00 PM -

Question: 4:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of

these stations at these times yesterday?

Variable type: categorical

Order: fixed Valid codes:

```
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: SCAP802_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 4:30 PM -
Question: 4:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: SCAP803_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 5:00 PM -
Question: 5:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: SCAP804_
<1> ABC
<2> CBS
<3> NBC
```

```
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 5:30 PM -
Question: 5:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: SCAP805_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 6:00 PM -
Question: 6:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: SCAP806
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 6:30 PM -
Question: 6:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
```

<1> yes

```
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: SCAP807_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 7:00 PM -
Question: 7:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: SCAP808_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 8:00 PM -
Question: 8:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: SCAP809_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
```

```
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 9:00 PM -
Question: 9:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: SCAP810
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 10:00 PM -
Question: 10:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: SCAP811_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 11:00 PM -
Question: 11:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
```

<2> no

Missing values: <8> Skipped <9> Not asked

Variable name: SCAP812

Variable label: LOCAL NEWS INDICATOR

Question: Was the local news a part of the programming you watched yesterday?

Variable type: categorical

Order: fixed Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

Variable name: SCAP815

Variable label: NUMBER OF DAYS READ NEWSPAPER

Question: How many days in the past week have you read a daily newspaper?

Variable type: categorical

*Order:* fixed *Valid codes:* 

<1>1

<2>2

<3>3

<4>4

<5>5

<6>6

<7> 7

<0> None

Missing values:

<8> Skipped

<9> Not asked

Variable name: SCAP820

Variable label: INTERNET USE FREQUENCY - NEWS WEBSITES

Question: IN THE LAST WEEK, how many days have you used the Internet to...

Visit news websites (like MSNBC.com, Foxnews.com, NYTimes.com)

Variable type: categorical

Order: fixed Valid codes:

<0>0

<1>1

<2> 2

<3>3

<4>4

<5>5

<6>6

<7> 7

Missing values:

<8> Skipped

<9> Not asked

Variable name: SCAP821

Variable label: INTERNET USE FREQUENCY - POLITICAL BLOGS

*Question:* IN THE LAST WEEK, how many days have you used the Internet to... Visit political blogs (like Huffingtonpost.com, DailyKos.com, Instapundit.com)

Variable type: categorical

Order: fixed Valid codes:

<0>0

<1>1

<2>2

<3>3

<4>4

<5>5

<6>6

<7>7

Missing values:

<8> Skipped

<9> Not asked

Variable name: SCAP822

Variable label: INTERNET USE FREQUENCY - POST COMMENTS

Question: IN THE LAST WEEK, how many days have you used the Internet to...

Post comments on a news website or political blog

Variable type: categorical

Order: fixed Valid codes:

<0>0

<1>1

<2> 2

<3> 3 <4> 4

<5> 5

<6>6

<7> 7

Missing values:

<8> Skipped

<9> Not asked

Variable name: SCAP822

Variable label: INTERNET USE FREQUENCY - POST COMMENTS

Question: IN THE LAST WEEK, how many days have you used the Internet to...

Post comments on a news website or political blog Variable type: categorical Order: fixed Valid codes: <0>0 <1>1 <2>2 <3>3 <4>4 <5>5 <6>6 <7> 7 Missing values: <8> Skipped <9> Not asked Variable name: SCAP823 Variable label: INTERNET USE FREQUENCY - EXCHANGE POLITICAL EMAILS Question: IN THE LAST WEEK, how many days have you used the Internet to... Exchange political emails with friends and family Variable type: categorical Order: fixed Valid codes: <0>0 <1>1 <2>2 <3>3 <4>4 <5>5 <6>6 <7> 7 Missing values: <8> Skipped <9> Not asked *Variable name:* SCAP813 Variable label: LEVEL OF INTEREST IN POLITICS/CURRENT EVENTS

Question: How interested are you in politics?

Variable type: categorical

Order: reverse Valid codes:

<1> Very much interested

<2> Somewhat interested

<3> Not much interested

<4> Not sure
Missing values:
<8> Skipped
<9> Not asked

Variable name: SCAP400

- <1> Saw a campaign ad on TV
- <2> Received a piece of campaign mail (US Post or email)
- <3> Donated money to a candidate or party
- <4> Received a pamphlet on my door
- <5> Wore a button or sticker for a candidate
- <6> Discussed a candidate with someone
- <7> Received a visit from a campaign worker
- <8> Heard a radio ad for a candidate
- <9> Saw a yard sign for a candidate
- <10> Went to hear a candidate speak
- <11> Got a phone call from a campaign
- <12> Visited a candidate web site
- <13> Heard about candidate at religious service
- <14> Watched video of candidate on Internet Variable label: PRES CAMPAIGN OCCURRENCES -

Question: Thinking about the presidential candidates and their campaigns, did any of the following

things happen to you YESTERDAY?

Variable type: categorical

Order: grid with randomized rows

Valid codes: <1> Yes <2> No

Missing values:

<8> Skipped

<9> Not asked

#### Variable name:

- -[SCAP402\_] We're interested in which campaigns you experienced YESTERDAY: John McCain
- -[SCAP407\_] We're interested in which campaigns you experienced YESTERDAY: Barack Obama
- -[SCAP409 ] {fixed = 1} Other
- <1> Saw ad
- <2> Got mail
- <3> Gave money
- <4> Got pamphlet
- <5> Wore button
- <6> Discussed candidate
- <7> Received visit
- <8> Heard radio ad
- <9> Saw yard sign
- <10> Went to hear
- <11> Received a message
- <12> Visited web site
- <13> Heard about candidate at religious service
- <14> Watched video of candidate on Internet

Variable label: CAMPAIGN -

Question: We're interested in which campaigns you experienced YESTERDAY. Please tell us whose

campaign you interacted with in each of the following ways.

Variable type: categorical

Order: grid with randomized rows

Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

#### ## GENDER BATTERY

#### Variable name:

- -[SCAP781] Women and men are equally effective in the workplace.
- -[SCAP782] Women's personal characteristics make life at work difficult
- -[SCAP783] Women lack the skills and abilities needed at work
- -[SCAP784] An employed wife leads to juvenile delinquency
- -[SCAP785] Traditional husband/wife roles are the best
- -[SCAP786] Women with families still have time for other employment.

Variable label: AVERSION TO WOMEN WHO WORK (AWW) SCALE

Variable type: categorical

Valid codes:

- <1> Strongly agree
- <2> Somewhat agree
- <3> Somewhat disagree
- <4> Strongly disagree

Missing values:

- <8> Skipped
- <9> Not asked

# ##PATRIOTISM BATTERY

We are interested in some things that describe the way you interact with the place where you live.

Variable name: SCAP760

Variable label: PATRIOTISM - BORN US

Question: First, were you born in the United States or someplace else?

Variable type: categorical

Order: fixed Valid codes: <1> Born in U.S.

<2> Born someplace else

Missing values: <8> Skipped <9> Not asked

Variable name: SCAP761

Variable label: PATRIOTISM - PARENTS BORN US

Question: What about your parents? Were they born in the U.S.?

Variable type: categorical

Order: fixed Valid codes: <1> Born in U.S.

<2> Born someplace else

Missing values: <8> Skipped <9> Not asked

Variable name: SCAP762

Variable label: PATRIOTISM - ASHAMED OF AMERICA

Question: Please evaluate the following statement: There are some things about America today that

make me feel ashamed of America.

Variable type: categorical

Order: fixed Valid codes: <1> Agree <2> Disagree <3> Neither Missing values: <8> Skipped <9> Not asked

Variable name: SCAP763

Variable label: PATRIOTISM - FLAG FLYING MAKES YOU FEEL

Question: When you see the American flag flying does it make you feel ...

Variable type: categorical

Order: fixed Valid codes:

<1> Extremely Good <2> Very Good

<3> Somewhat Good <4> Not Very Good *Missing values:* <8> Skipped

> 3kippeu

<9> Not asked

*Variable name:* SCAP764

Variable label: PATRIOTISM - OMPORTANCE OF BEING AMERICAN Question: How important is it to you that you are an American?

Variable type: categorical

Order: fixed Valid codes:

<1> Extremely Important

<2> Very Important

<3> Somewhat Important

<4> Not too Important

<5> Not Important at all

<6 fixed> Does not apply, I'm not an American citizen

Missing values:

<8> Skipped

<9> Not asked

# ### TRADITIONALISM/Cosmopolitainism BATTERY

#### Variable name:

- -[SCAP765S] {varlabel = "COSMOPOLITANISM PLAYED SOFTBALL"} We are interested in the kinds of things people do for recreation. Tell us a little bit about yourself. In the last 10 years, have you ... Played softball on an organized team?
- -[SCAP765H] {variabel = "COSMOPOLITANISM HUNTED"} We are interested in the kinds of things people do for recreation. Tell us a little bit about yourself. In the last 10 years, have you ... Gone hunting?
- -[SCAP765EA] {varlabel = "COSMOPOLITANISM EUROPE / AUSTRALIA"} We are interested in the kinds of things people do for recreation. Tell us a little bit about yourself. In the last 10 years, have you ... Been to Europe or Australia?
- -[SCAP765CM] {variabel = "COSMOPOLITANISM CANADA / MEXICO"} We are interested in the kinds of things people do for recreation. Tell us a little bit about yourself. In the last 10 years, have you ... Traveled to Canada or Mexico?
- -[SCAP765AAS] {varlabel = "COSMOPOLITANISM ASIA / AFRICA/ SOUTH AM"} We are interested in the kinds of things people do for recreation. Tell us a little bit about yourself. In the last 10 years, have you... Visited Asia, Africa, or South America?
- -[SCAP765I] {varlabel = "COSMOPOLITANISM INDIAN RESTAURANT"} We are interested in the kinds of things people do for recreation. Tell us a little bit about yourself. In the last 10 years, have you ... Gone to an Indian restaurant?
- -[SCAP765J] {variabel = "COSMOPOLITANISM JAPANESE FOOD"} We are interested in the kinds of things people do for recreation. Tell us a little bit about yourself. In the last 10 years, have you ... Had Japanese food?

Variable type: categorical Order: randomized grid

Valid codes:

<1> Yes, I have done this <2> No, I have not done this

Missing values: <8> Skipped <9> Not asked

#### Variable name:

- -[SCAP766C] {varlabel = "COSMOPOLITANISM LAW ENFORCEMENT"} And what about the kinds of people you tend to see, talk to, or interact with on a typical day? Do you often see or interact with ... Law enforcement or members of the armed forces?
- -[SCAP766US] {variabel = "COSMOPOLITANISM NON US CITIZENS"} And what about the kinds of people you tend to see, talk to, or interact with on a typical day? Do you often see or interact with ... People who are not U.S. citizens?
- -[SCAP766G] {varlabel = "COSMOPOLITANISM GAY / LESBIAN"} And what about the kinds of people you tend to see, talk to, or interact with on a typical day? Do you often see or interact with ... People you know to be gay or lesbian?

-[SCAP766AA] {variabel = "COSMOPOLITANISM - AFRICAN AMERICANS"} And what about the kinds of people you tend to see, talk to, or interact with on a typical day? Do you often see or interact with ...

African Americans?

-[SCAP766H] {variabel = "COSMOPOLITANISM - HISPANIC / LATINO"} And what about the kinds of people you tend to see, talk to, or interact with on a typical day? Do you often see or interact with ...

Anyone who is Hispanic or Latino?

-[SCAP766L] {variabel = "COSMOPOLITANISM - LAWYERS AND ACCOUNTANTS"} And what about the kinds of people you tend to see, talk to, or interact with on a typical day? Do you often see or interact with ...

Lawyers and accountants?: Variable type: categorical Order: randomized grid

Valid codes: <1> Yes, I do <2> No, I don't Missing values:

<8> Skipped <9> Not asked

Variable name:

- -[SCAP718W] Whites
- -[SCAP718B] African Americans
- -[SCAP718A] Asian Americans
- -[SCAP718H] Hispanic Americans
- -[SCAP718S] Southern Whites
- -[SCAP718G] Women
- -[SCAP718M] Men

Variable label: LAZY/HARDWORKING -

Question: Now, some questions about different groups in our society. Rate each group on the following scale, where "1" means you think almost all of the people in that group are "lazy"; and 7 means that you think almost everyone in the group is "hardworking."

Variable type: categorical Order: randomized grid

Valid codes: <1> 1 - Lazy

<2> 2

<3>3

<4>4

<5>5

<6>6

<7> 7 - Hard-working

Missing values:

<8> Skipped

<9> Not asked

Variable name:

- -[SCAP719W] Whites
- -[SCAP719B] African Americans
- -[SCAP719A] Asian Americans
- -[SCAP719H] Hispanic Americans
- -[SCAP719S] Southern Whites
- -[SCAP719G] Women
- -[SCAP719M] Men

Variable label: INTELLIGENT/UNINTELLIGENT -

Question: Do people in these groups tend to be unintelligent or do they tend to be intelligent?

Variable type: categorical Order: randomized grid

Valid codes:

<1>1 - Unintelligent

<2>2

<3>3

<4>4

<5>5

<6>6

<7> 7 - Intelligent

Missing values:

<8> Skipped

<9> Not asked

#### ###RACIAL RESENTMENT

# Variable name:

- -[SCAP73] {variabel = "RACIAL RESENTMENT GENERATIONS OF SLAVERY & DISCRIMINATION"} Generations of slavery and discrimination have created conditions that make it difficult for African Americans to work their way out of the lower class.
- -[SCAP70] {variabel = "RACIAL RESENTMENT SHOULD WORK WAY UP"} Many other minority groups have overcome prejudice and worked their way up. African Americans should do the same without any special favors.
- -[SCAP71] {variabel = "RACIAL RESENTMENT HAVE GOTTEN LESS THAN DESERVED"} Over the past few years, African Americans have gotten less than they deserve.
- -[SCAP72] {variabel = "RACIAL RESENTMENT SHOULD TRY HARDER"} It's really a matter of some people not trying hard enough; if African Americans would only try harder they could be just as well off as whites.

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

- <1> Agree strongly
- <2> Agree somewhat
- <3> Neither agree nor disagree
- <4> Disagree somewhat
- <5> Disagree strongly

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: SCAP935

Variable label: ALTRUISM - GIVEN MONEY TO A CHARITY IN 12 MO

Variable type: categorical

Valid codes:

- <1> More than once a week
- <2> Once a week
- <3> Once a month
- <4> At least 2 or 3 times in the past year
- <5> Once in the past year
- <6> Not at all in the past year

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: SCAP936

Variable label: ALTRUISM - DONE VOLUNTEER WORK FOR A CHARITY IN 12 MO

Variable type: categorical

Valid codes:

- <1> More than once a week
- <2> Once a week
- <3> Once a month
- <4> At least 2 or 3 times in the past year
- <5> Once in the past year
- <6> Not at all in the past year

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: SCAP937

Variable label: ALTRUISM - GIVEN DIRECTIONS TO A STRANGER IN 12 MO

Variable type: categorical

Valid codes:

- <1> More than once a week
- <2> Once a week
- <3> Once a month
- <4> At least 2 or 3 times in the past year
- <5> Once in the past year
- <6> Not at all in the past year

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: SCAP938

Variable label: ALTRUISM - LOOKED AFTER A PERSON'S PETS IN 12 MO

Variable type: categorical

Valid codes:

- <1> More than once a week
- <2> Once a week

- <3> Once a month
- <4> At least 2 or 3 times in the past year
- <5> Once in the past year
- <6> Not at all in the past year

Missing values:

- <8> Skipped
- <9> Not asked

#### Variable name:

- [SCAP719] {single variabel = " AUTHORITARIANISM RESPECT/INDEPENDENCE"} Independence or respect for elders?
- [SCAP725] {single variabel = " AUTHORITARIANISM OBEDIENCE/SELF-RELIANCE"} Obedience or self-reliance?
- [SCAP721] {single variabel = " AUTHORITARIANISM MANNERS/CURIOSITY"} Curiosity or good manners?
- [SCAP722] {single variabel = " AUTHORITARIANISM WELL BEHAVED/CONSIDERATE"} Being considerate or well behaved?
- [SCAP723] {single variabel = " AUTHORITARIANISM DISCIPLINED/CREATIVE"} Disciplined or creative? *Question:* Although there are a number of qualities that people feel that children should have, every person thinks that some are more important than others. Listed below are pairs of desirable qualities. For each pair please mark which one you think is more important for a child to have: Which is more important for a child to have?

Variable type: categorical

Order: randomized

Valid codes:

<1> first choice (e.g. independence)

<5> second choice (e.g. respect for elders)

Missing values: <8> Skipped <9> Not asked

Variable name: SCAP8 3

Variable label: 3 POINT PARTY ID

Question: Generally speaking, do you think of yourself as a ...?

Variable type: categorical

Order: reverse Valid codes:

- <1> Democrat [SCAP8:strongdem] {popup} Would you call yourself a strong Democrat or a not very strong Democrat?
- <2> Republican [SCAP8:strongrep] {popup} Would you call yourself a strong Republican or a not very strong Republican?
- <3 fixed> Independent [SCAP8:lean] {popup} Do you think of yourself as closer to the Democratic or the Republican Party?
- <4 fixed> Other [SCAP8 3T{open}]

<5 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: SCAP5

Variable label: GEORGE BUSH APPROVAL

Question: Do you approve or disapprove of the way George Bush is handling his job as President?

Variable type: categorical

Order: reverse Valid codes:

<1> Approve [SCAP5A:yesno] {popup} Do you approve strongly?

<2> Neither approve nor disapprove

<3> Disapprove [SCAP5D:yesno] {popup} Do you disapprove strongly?

<4 fixed> Not sure Missing values: <8> Skipped <9> Not asked

#### **October Wave**

Variable name: odisp

Variable label: OCTOBER INTERVIEW DISPOSITION

Valid codes: <1> Complete

<2> Started - Not Complete

<3> Never Started

Variable name: OCAP11

Variable label: RIGHT DIRECTION

Question: Generally speaking, would you say things in the country are going in the right direction, or are

they off on the wrong track? *Variable type:* categorical

Order: fixed Valid codes:

<1> Right Direction <2> Wrong Track *Missing values:* <8> Skipped <9> Not asked Variable name: OCAP1000

Variable label: POLITICAL PARTY MOST TO BLAME FOR FINANCIAL CRISIS

Question: Which of the major political parties is most to blame for the current financial crisis?

Variable type: categorical

Order: randomized

Valid codes:

<1> Democratic Party

<2> Republican Party

<3 fixed> Both to blame

<4 fixed> Neither to blame

Missing values: <8> Skipped <9> Not asked

Variable name: OCAP1001\_

<1> President Bush

- <2> Wall Street financial institutions/banks
- <3> Federal government regulators
- <4> The Federal Reserve
- <5> Democrats
- <6> Republicans
- <7> People/homeowners who borrowed too much
- <8> Congress
- <9> The Clinton administration

Variable label: OTHER GROUPS TO BLAME FOR FINANCIAL CRISIS -

Question: What other groups are to blame for the current financial crisis? Please order the following groups in terms of who you think deserves the most blame by dragging them to the slots on the right.

*Variable type:* categorical

Order: randomized

Valid codes:

- <1> first place
- <2> second place
- <3> third place
- <4> fourth place
- <5> fifth place

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: OCAP1002

Variable label: POLITICAL PARTY BEST ABLE TO END FINANCIAL CRISIS

Question: And thinking about the future, which political party is best able to help end the current

financial crisis?

Variable type: categorical

Order: randomized

Valid codes:

<1> Democratic Party

<2> Republican Party

Missing values:

<8> Skipped

<9> Not asked

Variable name: OCAP1002A

Variable label: SUPPORT BAILOUT

Question: Congress recently passed the Emergency Stabilization Bill that authorizes the use of up to 700

billion dollars to shore up failing financial institutions. Do you...

Variable type: categorical

Order: reverse Valid codes:

- <1> Strongly support this plan
- <2> Somewhat support this plan
- <3> Somewhat oppose this plan
- <4> Strongly oppose this plan
- <5 fixed> I don't know enough to evaluate the plan

Missing values:

- <8> Skipped
- <9> Not asked

#### Variable name:

- -[OCAP1006GB] President Bush
- -[OCAP1006JM] John McCain
- -[OCAP1006BO] Barack Obama
- -[OCAP1006DEM] Democratic leaders in Congress
- -[OCAP1006REP] Republican leaders in Congress
- -[OCAP1006HP] Treasury Secretary Henry Paulson
- -[OCAP1006BB] Federal Reserve Chairman Ben Bernanke

Variable label: FINANCIAL PROBLEM RESPONSE -

Question: Finally, please tell us whether you approve or disapprove of the way that each of the following people or groups have responded to the financial problems we face.

Variable type: categorical

Order: randomized

Valid codes:

- <1> Strongly approve
- <2> Somewhat approve
- <3> Neither approve nor disapprove
- <4> Somewhat disapprove
- <5> Strongly disapprove
- <6> Not Sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: OCAP1007

- <1> My retirement savings have lost a lot of value
- <2> I am earning less money (e.g., fewer clients, fewer hours, business is slower)

- <3> People I know are very worried about their financial future
- <4> I know someone who lost their job or house due to the financial crisis
- <5> I have delayed or cancelled major purchases or expenses
- <6> People I talk or work with find it harder to get credit

Variable label: FINANCIAL CRISIS EFFECT -

Question: Has the financial crisis affected you personally? Check as many statements that apply to you.

Variable type: categorical

Order: randomized

Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

Variable name: OCAP1008\_

- <1> The 9/11 attacks on New York and Washington
- <2> The assassination of President Kennedy
- <3> Global warming
- <4> The war in Iraq
- <5> The current financial crisis
- <6> The Great Depression

Variable label: EVENT SERIOUSNESS RANKING -

Question: How big a problem is the current financial crisis? Rank the following events in terms of how serious they are by dragging them to the slots on the right, with the "1" slot being the most serious, "2" the next most serious after that, and so on...

Variable type: categorical

Order: fixed
Valid codes:
<1> most serious

<2>

<3>

<4>

<5>

<6> least serious

Missing values:

<8> Skipped

<9> Not asked

Variable name: OCAP24

Variable label: TAXES SELF PLACEMENT

Question: Do you favor raising federal taxes on families earning more than \$200,000 per year?

Variable type: categorical

Order: reversed
Valid codes:
<1> Strongly Favor
<2> Somewhat Favor

<3> Somewhat Oppose

<4> Strongly Oppose

<5 fixed> I'm not sure, I haven't thought much about this.

Missing values: <8> Skipped

<9> Not asked

Variable name:

-[OCAP24G\_O] Barack Obama

-[OCAP24G\_M] John McCain

Variable label: TAXES CAND OPINION -

Question: And what about the candidates? Do they favor raising federal taxes on families earning more

than \$200,000 per year? should be...

Variable type: categorical

Order: grid with randomized rows

Valid codes:

<1> Strongly Favor

<2> Somewhat Favor

<3> Somewhat Oppose

<4> Strongly Oppose

<9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

Variable name: OCAP9

Variable label: ECONOMY CHANGE OVER PAST YEAR

Question: Now thinking about the economy here in the United States, would you say that OVER THE

PAST YEAR the nation's economy has...?

Variable type: categorical

Order: reverse Valid codes:

<1> Gotten much better

<2> Gotten better

<3> Stayed about the same

<4> Gotten worse

<5> Gotten much worse

<6 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: OCAP10

Variable label: EXPECTED ECONOMY CHANGE OVER NEXT YEAR

Question: What about the next 12 months? Do you expect the economy, in the country as a whole, to...

Variable type: categorical

Order: reverse Valid codes:

<1> Get much better

- <2> Get somewhat better
- <3> Stay the same
- <4> Get somewhat worse
- <5> Get much worse
- <6 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: OCAP1100

Variable label: PERSONAL FINANCES CHANGE OVER LAST YEAR

Question: And what about your own personal finances, would you say that OVER THE PAST YEAR your

own personal finances have...? *Variable type:* categorical

Order: reversed Valid codes:

- <1> Gotten much better
- <2> Gotten better
- <3> Stayed about the same
- <4> Gotten worse
- <5> Gotten much worse
- <6 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: OCAP1101

Variable label: PERSONAL FINANCES CHANGE OVER NEXT YEAR

Question: And in the next 12 months? Do you expect your personal finances to...

Variable type: categorical

Order: reverse Valid codes:

- <1> Get much better
- <2> Get somewhat better
- <3> Stay the same
- <4> Get somewhat worse
- <5> Get much worse
- <6 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: OCAP1030

Variable label: GAYS ADOPT SELF PLACEMENT

Question: Do you think gay or lesbian couples should be legally permitted to adopt children?

Variable type: categorical

Order: reverse

Valid codes:

<1> Yes, gay and lesbian couples should be permitted to adopt children

<2> No, gays and lesbian couples should not be permitted to adopt children

Missing values:

<8> Skipped

<9> Not asked

Variable name: OCAP1031

Variable label: GAYS ADOPT (AFTER PROMPTED TO REPLY)

Question: We noticed you didn't answer the previous question. That's ok. Even if you're not sure about

your opinion on this issue, which way do you lean?

Variable type: categorical

Order: reverse Valid codes:

<1> Yes, gay and lesbian couples should be permitted to adopt children

<2> No, gays and lesbian couples should not be permitted to adopt children

Missing values: <8> Skipped <9> Not asked

Variable name: OCAP1032

Variable label: DEATHPENALTY SELF PLACEMENT

Question: Do you favor the death penalty for persons convicted of murder?

Variable type: categorical

Order: reverse
Valid codes:
<1> Favor strongly

<2> Favor strongly

<3> Oppose

<4> Oppose strongly

Missing values: <8> Skipped <9> Not asked

Variable name: OCAP1033

Variable label: DEATHPENALTY (AFTER PROMPTED TO REPLY)

Question: We noticed you didn't answer the previous question. That's ok. Even if you're not sure about

your opinion on this issue, which way do you lean?

Variable type: categorical

Order: reverse Valid codes:

<1> Favor the death penalty for persons convicted of murder

<2> Oppose the death penalty for those convicted of murder

Missing values: <8> Skipped

<9> Not asked

Variable name: OCAP74

Variable label: AMERICA'S STANDING

Question: Which comes closest to your view?

Variable type: categorical

Order: reverse Valid codes:

- <1> America's standing in the world has fallen because of things America has done.
- <2> America's standing in the world has fallen but NOT because of anything that America has done.
- <3> America's standing in the world is about the same as it was 10 years ago.
- <4> America's standing in the world is better than it was 10 years ago.

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: OCAP94

Variable label: AMERICA'S IMAGE ABROAD

*Question:* When it comes to America's image abroad, there are two viewpoints concerning what would be better to improve America's image in other countries. Which viewpoint comes closer to your own?

Variable type: categorical

Order: reverse Valid codes:

- <1> We need a president with a more open approach, willing to negotiate with friends and foes alike.
- <2> We need a president who will take a strong approach, confronting our enemies and standing up for our principles.
- <3 fixed> Not sure/neither

Missing values:

- <8> Skipped
- <9> Not asked

#### Variable name:

- -[OCAP32\_HC] {variabel = "BEST FOR HEALTH CARE"} Health Care
- -[OCAP32\_NS] {varlabel = "BEST FOR NAT SECURITY"} National Security
- -[OCAP32\_GP] {varlabel = "BEST FOR GAS PRICES"} High Price of Gas
- -[OCAP32 WI] {varlabel = "BEST FOR IRAQ"} What to do in Iraq
- -[OCAP32\_PV] {varlabel = "BEST FOR POVERTY"} Poverty
- -[OCAP32 IM] {varlabel = "BEST FOR IMMIGRATION"} Immigration
- -[OCAP32\_CC] {variabel = "BEST FOR CLIMATE CHANGE"} Consequences of Climate Change
- -[OCAP32 MF] {variabel = "BEST FOR FORECLOSURES"} Mortgage Foreclosures
- -[OCAP32 FC] Financial Crisis

*Question:* Think about the following issues. Which of the two major party candidates do you think is best able to deal with these issues?

Variable type: categorical

*Order:* grid roworder = randomize colorder=reverse

Valid codes:

- <1> Barack Obama
- <2> John McCain
- <3 fixed> No Difference
- <4 fixed> Not Sure/Can't Say

Missing values:

<8> Skipped

<9> Not asked

Variable name: OCAP6

Variable label: MOST IMPORTANT PROBLEM FACING COUNTRY

Question: What is the most important problem facing the country today?

Variable type: categorical

Order: randomized

Valid codes: <1> War in Iraq <2> Terrorism

- <3> Education
- <4> Health Care and Health costs
- <5> Corruption in Government
- <6> Energy Supply/Gas and Oil Prices
- <7> Economy and Jobs
- <8> Rising Prices
- <9> Poverty
- <10> Housing
- <11> Immigration
- <12> Crime
- <13> Drug Abuse
- <14> Taxes/Deficit
- <15> Social Security and pensions
- <16> Abortion
- <17> Gay Marriage
- <18> Pollution and the Environment
- <20> The same people have been in power too long
- <21> Civil Rights
- <19 fixed> Other [OCAP6\_T]

Missing values: <98> Skipped

<99> Not asked

Variable name: OCAP6P

Variable label: BEST PARTY TO HANDLE PROBLEM

Question: Which party is best able to handle this problem?

Variable type: categorical

Order: reverse Valid codes: <1> Republican <2> Democrat

- <3 fixed> Other party
- <4 fixed> None, no party is able to handle problem
- <5 fixed> Don't know

Missing values:

- <8> Skipped
- <9> Not asked

#### Variable name:

- -[OCAP300\_M] {varlabel = "John McCain FAVORABILITY"} John McCain
- -[OCAP300 O] {varlabel = "Barack Obama FAVORABILITY"} Barack Obama
- -[OCAP300\_MVP] {varlabel = "John McCain VP FAVORABILITY"} Sarah Palin
- -[OCAP300\_OVP] {varlabel = "Barack Obama VP FAVORABILITY"} Joe Biden
- -[OCAP300\_dem] {varlabel = "DEM FAVORABILITY"} Democratic Party
- -[OCAP300\_rep] {varlabel = "REP FAVORABILITY"} Republican Party
- -[OCAP300\_mus] {varlabel = "MUSLIM FAVORABILITY"} Muslims
- -[OCAP300\_cons] {variabel = "CONSERVATIVE FAVORABILITY"} Conservatives
- -[OCAP300\_libs] {varlabel = "LIBERAL FAVORABILITY"} Liberals

*Question:* Here is a list of politicians or groups of people. How favorable is your impression of each or haven't you heard enough to say?

Variable type: categorical

Order: reverse Valid codes:

- <2> Very favorable
- <1> Somewhat favorable
- <0> Neutral
- <3> Somewhat unfavorable
- <4> Very unfavorable
- <5 fixed> Haven't heard enough

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: OCAP1020

Variable label: OBAMA INFLUENCED BY PEOPLE WHO ARE UNPATRIOTIC

Question: Do you think Barack Obama is influenced by people who are unpatriotic?

Variable type: categorical

Order: fixed Valid codes:

1> Yes [OCAP1021: popup variabel = "INFLUENCE HIM A LITTLE/LOT"} Do they influence him a lot or a

little? <2> No

Missing values:

- <8> Skipped
- <9> Not asked

#### Variable name:

- -[OCAP700S] {fixed=1 varlabel = "SELF"} Yourself
- -[OCAP7000] {varlabel = "OBAMA IDEOLOGY"} Barack Obama
- -[OCAP700M] {varlabel = "MCCAIN IDEOLOGY"} John McCain
- -[OCAP700B] {varlabel = "George Bush IDEOLOGY"} George W. Bush
- -[OCAP700DC] {varlabel = "Dems IDEOLOGY"} Democratic Party
- -[OCAP700RC] {varlabel = "Reps IDEOLOGY"} Republican Party
- -[OCAP700MVP] {varlabel = "MCCAIN VP IDEOLOGY"} Sarah Palin

-[OCAP700OVP] {varlabel = "OBAMA VP IDEOLOGY"} Joe Biden

Variable label: IDEOLOGY

Question: Thinking about politics these days, how would you describe the political viewpoint of the

following individuals or groups? *Variable type:* categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

- <1> Very liberal
- <2> Liberal
- <3> Moderate
- <4> Conservative
- <5> Very conservative
- <6 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: OCAP9060\_

- <1> Men
- <2> Women
- <3> Blacks
- <4> Working class
- <5> Rich
- <6> Middle Class
- <7> Muslims
- <8> Immigrants
- <9> Corporations and Lobbyists

Variable label: WILL BE FAVORED BY OBAMA -

Question: Which of the following groups in society do you think will be favored if Barack Obama is

elected president?

Variable type: categorical

Order: randomized

Valid codes: <1> yes

<2> no

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: OCAP906M\_

- <1> Men
- <2> Women
- <3> Blacks
- <4> Working class
- <5> Rich
- <6> Middle Class
- <7> Muslims
- <8> Immigrants

<9> Corporations and Lobbyists

Variable label: WILL BE FAVORED BY MCCAIN -

Question: Which of the following groups in society do you think will be favored if John McCain is elected

president?

Variable type: categorical

Order: randomized

Valid codes: <1> yes <2> no

Missing values: <8> Skipped

<9> Not asked

Variable name: OCAP1104

Variable label: GUARANTEED JOBS - 7 POINT SCALE

Question: Some people feel that the government in Washington should see to it that every person has a job and a good standard of living. Others think the government should just let each person get ahead on

his or her own. Where would you place yourself on this scale?

Variable type: continuous

Valid codes:

1 on the left "Guaranteed Job" to 7 on right "Get ahead on own"

Missing values: <98> Skipped <99> Not asked

#### Variable name:

-[OCAP901\_O] {varlabel = "'TRUSTWORTHY' DESCRIBES BO"} Barack Obama -[OCAP901\_M] {varlabel = "'TRUSTWORTHY' DESCRIBES JM"} John McCain

Question: And what about "trustworthy"?

Variable type: categorical

Order: grid roworder = randomize colorder = reverse

Valid codes:

<3> Extremely Well <2> Quite Well <1> Not too Well

<0> Not Well at All

<9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

### Variable name:

-[OCAP903\_O] {variabel = "'RIGHT EXPERIENCE' DESCRIBES BO"} Barack Obama

-[OCAP903 M] {varlabel = "'RIGHT EXPERIENCE' DESCRIBES JM"} John McCain

Question: "has the right experience"?

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

- <3> Extremely Well
- <2> Quite Well
- <1> Not too Well
- <0> Not Well at All
- <9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

#### Variable name:

-[OCAP906\_O] {varlabel = "'PATRIOTIC' DESCRIBES BO"} Barack Obama

-[OCAP906\_M] {varlabel = "'PATRIOTIC' DESCRIBES JM"} John McCain

Question: And the word "patriotic"?

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

- <3> Extremely Well
- <2> Quite Well
- <1> Not too Well
- <0> Not Well at All
- <9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

#### Variable name:

-[OCAP909\_O] {variabel = "'WILL IMPROVE US STANDING' DESCRIBES BO"} Barack Obama

-[OCAP909\_M] {varlabel = "'WILL IMPROVE US STANDING' DESCRIBES JM"} John McCain

Question: What about this phrase: "if elected, he will improve America's standing in the world"?

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

- <3> Extremely Well
- <2> Quite Well
- <1> Not too Well
- <0> Not Well at All
- <9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

### Variable name:

-[OCAP905\_O] {varlabel = "LIKE BO"} Barack Obama

-[OCAP905 M] {varlabel = "LIKE JM"} John McCain

Question: How much do you like the following candidates as people, regardless of whether you agree

with their positions on issues? *Variable type:* categorical

Order: grid roworder = randomize colorder = reverse

Valid codes:

<3> Very much

<2> Somewhat

<1> Not too much

<0> Not at all

<9 fixed> Don't Know

Missing values:

<98> Skipped

<99> Not asked

Variable name: OCAP720

Variable label: RISKIER CHOICE FOR PRESIDENT

Question: As you think about the presidential election and the direction in which the next president will

take the country, who do you think would be the riskier choice for president?

Variable type: categorical

Order: reverse
Valid codes:
<1> John McCain
<2> Barack Obama
<3 fixed> Not Sure
Missing values:
<8> Skipped
<9> Not asked

# Variable name:

-[OCAP34G\_BO] Barack Obama -[OCAP34G\_JM] John McCain Variable label: RELIGION

Question: Thinking about religion, as far as you know, are the following candidates Christian, Muslim,

Jewish, or something else? *Variable type:* categorical

*Order:* grid roworder = randomize colorder = randomize

Valid codes: <1> Christian <2> Muslim <3> Jewish

<4> Something else

<5 fixed> Don't Know

Missing values: <8> Skipped <9> Not asked

Variable name: OCAP7

Variable label: REGISTERED TO VOTE Question: Are you registered to vote?

Variable type: categorical

Order: reverse Valid codes:

- <1> Yes, I am registered at \$address text
- <2> Yes, I am registered at the following address: [inputaddress1] {open}
- <3> No, I'm not currently registered to vote, but plan on registering before the election in November
- <4> Not registered
- <5> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: OCAP1007X

Variable label: DID R VOTE EARLY

Question: Many people vote by absentee ballot or are able to vote early at the polling location. Have

you already voted in this election?

Variable type: categorical

Order: reverse Valid codes:

<1> Yes [OCAP1008x: EARLY VOTE METHOD] {popup} Did you vote early by absentee ballot or in person?

<2> No

Missing values:

<8> Skipped

<9> Not asked

Variable name: OCAP600UNS

Variable label: VOTE CHOICE IF R UNSURE ABOUT REGISTRATION STATUS

Question: If you are registered, who do you think you will vote for in the Presidential election in

November?

Variable type: reverse

Order: reverse
Valid codes:

<1> Barack Obama

<2> John McCain

<3 fixed> Other [OCAP600UNS\_T] {open}

<4 fixed> Will not vote

<5 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: OCAP600 Variable label: VOTE CHOICE

Question Who do you think you will vote for in the Presidential election in November or if you've already

voted, who did you vote for?

Variable type: reverse

Order: reverse Valid codes: <1> Barack Obama

<2> John McCain

<3 fixed> Other [OCAP600 T] {open}

<4 fixed> Will not vote

<5 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: OCAP601

Variable label: HOW SURE ARE YOU ABOUT VOTE CHOICE (IF R SAID OBAMA OR MCCAIN IN 600 OR

600UNS)

Question: How sure are you about that?

Variable type: categorical

Order: fixed Valid codes:

<1 fixed> I've already voted.

<2> I haven't voted yet, but my mind is made up.

<3> I'm almost certain that I will vote for this candidate, but there's a chance I might change my mind.

<4> I will probably vote for this candidate, but I'm still considering John McCain.

<5> I will probably vote for this candidate, but I'm still considering Barack Obama.

<6> I'm just leaning toward this candidate. My mind is not made up.

Missing values:

<8> Skipped

<9> Not asked

Variable name: OCAP1103

Variable label: 2004 VOTE REPORT

Question: Do you happen to recall who you voted for, if you voted, in the 2004 Presidential election?

Variable type: categorical

Order: reverse
Valid codes:
<1> George Bush
<2> John Kerry
<3 fixed> Other

<4 fixed> I don't recall <5 fixed> I didn't vote

Missing values: <8> Skipped <9> Not asked

Variable name: OCAP802a

Variable label: NEWS INTERST/GOV'T & PUBLIC AFFAIRS

Question: Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs...

Variable type: categorical

Order: reverse Valid codes:

<1> Most of the time

<2> Some of the time <3> Only now and then <4> Hardly at all <5 fixed> Don't Know Missing values: <8> Skipped <9> Not asked Variable name: OCAP801\_ <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS <6 fixed> OTHER Variable label: TV WATCHING 4:00 PM -Question: 4:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: OCAP802\_ <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS <6 fixed> OTHER Variable label: TV WATCHING 4:30 PM -Question: 4:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked

Variable name: OCAP803\_

```
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 5:00 PM -
Question: 5:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: OCAP804_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 5:30 PM -
Question: 5:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: OCAP805_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 6:00 PM -
Question: 6:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
```

Variable type: categorical

these stations at these times yesterday?

```
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: OCAP806_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 6:30 PM -
Question: 6:30 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: OCAP807_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 7:00 PM -
Question: 7:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: OCAP808_
<1> ABC
```

```
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 8:00 PM -
Question: 8:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> ves
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: OCAP809_
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 9:00 PM -
Question: 9:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
Variable type: categorical
Order: fixed
Valid codes:
<1> yes
<2> no
Missing values:
<8> Skipped
<9> Not asked
Variable name: OCAP810
<1> ABC
<2> CBS
<3> NBC
<4> FOX
<5> PBS
<6 fixed> OTHER
Variable label: TV WATCHING 10:00 PM -
Question: 10:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of
these stations at these times yesterday?
```

Variable type: categorical Order: fixed

Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: OCAP811\_ <1> ABC <2> CBS <3> NBC <4> FOX <5> PBS <6 fixed> OTHER Variable label: TV WATCHING 11:00 PM -Question: 11:00 PM We are interested in the kinds of things people watch on TV. Did you watch any of these stations at these times yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: OCAP812 Variable label: LOCAL NEWS INDICATOR Question: Was the local news a part of the programming you watched yesterday? Variable type: categorical Order: fixed Valid codes: <1> yes <2> no Missing values: <8> Skipped <9> Not asked Variable name: OCAP813 Variable label: LEVEL OF INTEREST IN POLITICS/CURRENT EVENTS Question: How interested are you in politics? Variable type: categorical Order: reverse Valid codes:

<1> Very much interested <2> Somewhat interested <3> Not much interested

- <4> Not sure
- Missing values:
- <8> Skipped
- <9> Not asked

# Variable name: OCAP400\_

- <1> Saw a campaign ad on TV
- <2> Received a piece of campaign mail (US Post or email)
- <3> Donated money to a candidate or party
- <4> Received a pamphlet on my door
- <5> Wore a button or sticker for a candidate
- <6> Discussed a candidate with someone
- <7> Received a visit from a campaign worker
- <8> Heard a radio ad for a candidate
- <9> Saw a yard sign for a candidate
- <10> Went to hear a candidate speak
- <11> Got a phone call from a campaign
- <12> Visited a candidate web site
- <13> Heard about candidate at religious service
- <14> Watched video of candidate on Internet

Variable label: PRES CAMPAIGN OCCURRENCES -

Question: Thinking about the presidential candidates and their campaigns, did any of the following

things happen to you YESTERDAY?

Variable type: categorical

Order: grid with randomized rows

Valid codes:

<1> Yes

<2> No

Missing values:

- <8> Skipped
- <9> Not asked

# Variable name:

- -[OCAP402 ] We're interested in which campaigns you experienced YESTERDAY: John McCain
- -[OCAP407\_] We're interested in which campaigns you experienced YESTERDAY: Barack Obama
- -[OCAP409 ] {fixed = 1} Other
- <1> Saw ad
- <2> Got mail
- <3> Gave money
- <4> Got pamphlet
- <5> Wore button
- <6> Discussed candidate
- <7> Received visit
- <8> Heard radio ad
- <9> Saw yard sign
- <10> Went to hear
- <11> Received a message

<12> Visited web site

<13> Heard about candidate at religious service

<14> Watched video of candidate on Internet

Variable label: CAMPAIGN -

Question: We're interested in which campaigns you experienced YESTERDAY. Please tell us whose

campaign you interacted with in each of the following ways.

Variable type: categorical

Order: grid with randomized rows

Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

Variable name: OCAP1022\_

<1> Angry <2> Hopeful <3> Proud <4> Ashamed

Variable label: MCCAIN AFFECT -

Question: We want you to think about the things that the presidential candidates have said and done over the last few months. Thinking specifically about John McCain: have the things he has said and done over the last few months made you feel...(check as many as apply)

Variable type: categorical Order: randomized

Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

Variable name: OCAP1023\_

<1> Angry <2> Hopeful <3> Proud <4> Ashamed

Variable label: OBAMA AFFECT -

Question: And what about Barack Obama? Have the things he has said and done over the last few

months made you feel...(check as many as apply)

Variable type: categorical Order: randomized

Valid codes: <1> yes

<2> no

Missing values: <8> Skipped

#### <9> Not asked

- -[OCAP73] {varlabel = "RACIAL RESENTMENT GENERATIONS OF SLAVERY & DISCRIMINATION"} Generations of slavery and discrimination have created conditions that make it difficult for African Americans to work their way out of the lower class.
- -[OCAP70] {varlabel = "RACIAL RESENTMENT SHOULD WORK WAY UP"} Many other minority groups have overcome prejudice and worked their way up. African Americans should do the same without any special favors.
- -[OCAP71] {varlabel = "RACIAL RESENTMENT HAVE GOTTEN LESS THAN DESERVED"} Over the past few years, African Americans have gotten less than they deserve.
- -[OCAP72] {varlabel = "RACIAL RESENTMENT SHOULD TRY HARDER"} It's really a matter of some people not trying hard enough; if African Americans would only try harder they could be just as well off as whites.

Variable type: categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

- <1> Agree strongly
- <2> Agree somewhat
- <3> Neither agree nor disagree
- <4> Disagree somewhat
- <5> Disagree strongly

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: OCAP8\_3

Variable label: 3 POINT PARTY ID

Question: Generally speaking, do you think of yourself as a ...?

*Variable type:* categorical

Order: reverse Valid codes:

- <1> Democrat [OCAP8:strongdem] {popup} Would you call yourself a strong Democrat or a not very strong Democrat?
- <2> Republican [OCAP8:strongrep] {popup} Would you call yourself a strong Republican or a not very strong Republican?
- <3 fixed> Independent [OCAP8:lean] {popup} Do you think of yourself as closer to the Democratic or the Republican Party?
- <4 fixed> Other [OCAP8 3T{open}
- <5 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: OCAP5

Variable label: GEORGE BUSH APPROVAL

Question: Do you approve or disapprove of the way George Bush is handling his job as President?

Variable type: categorical

Order: reverse

#### Valid codes:

- <1> Approve [OCAP5A:yesno] {popup} Do you approve strongly?
- <2> Neither approve nor disapprove
- <3> Disapprove [OCAP5D:yesno] {popup} Do you disapprove strongly?
- <4 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: OCAP1102

Variable label: GIVE US ONE REASON WHY YOU ARE VOTING FOR [CANDIDATE NAMED IN 600/600UNS]

Question: If you had to give just ONE REASON why you are voting for " + cand\_name +

", it would be...

Variable type: string

Variable name: OCAP51

Variable label: HAVE MONEY INVESTED IN STOCKS

Question: Do you personally, or jointly with a spouse, have any money invested in the stock

market right now -- either in an individual stock or in a mutual fund?

Variable type: categorical

Order: fixed Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

# **Post-election survey**

Variable name: Variable name: pdisp

Variable label: POST INTERVIEW DISPOSITION

Valid codes: <1> Complete

<2> Started - Not Complete

#### <3> Never Started

Variable label: PCAP11 Question: RIGHT DIRECTION Variable type: categorical

Order: fixed Valid codes:

<1> Right direction <2> Wrong track *Missing values:* <8> Skipped <9> Not asked

Variable name: PCAP9

Variable label: ECONOMY CHANGE OVER PAST YEAR

Question: Now thinking about the economy here in the United States, would you say that OVER THE

PAST YEAR the nation's economy has...?

Variable type: categorical

Order: reverse Valid codes:

<1> Gotten much better

<2> Gotten better

<3> Stayed about the same

<4> Gotten worse

<5> Gotten much worse

<6 fixed> Not sure Missing values:

<8> Skipped

<9> Not asked

*Variable name:* PCAP10

Variable label: EXPECTED ECONOMY CHANGE OVER NEXT YEAR

Question: What about the next 12 months? Do you expect the economy, in the country as a whole, to...

Variable type: categorical

Order: reverse Valid codes:

<1> Get much better

<2> Get somewhat better

<3> Stay the same

<4> Get somewhat worse

<5> Get much worse

<6 fixed> Not sure

Missing values:

<8> Skipped

<9> Not asked

Variable name: PCAP1100

Variable label: PERSONAL FINANCES CHANGE OVER LAST YEAR

Question: And what about your own personal finances, would you say that OVER THE PAST YEAR your

own personal finances have...? *Variable type:* categorical

Order: reverse Valid codes:

- <1> Gotten much better
- <2> Gotten better
- <3> Stayed about the same
- <4> Gotten worse
- <5> Gotten much worse
- <6 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: PCAP1101

Variable label: PERSONAL FINANCES CHANGE OVER NEXT YEAR

Question: And in the next 12 months? Do you expect your personal finances to...

Variable type: categorical

Order: reverse Valid codes:

<1> Get much better

- <2> Get somewhat better
- <3> Stay the same
- <4> Get somewhat worse
- <5> Get much worse
- <6 fixed> Not sure

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: PCAP74

Variable label: AMERICA'S STANDING

Question: Which comes closest to your view?

Variable type: categorical

Order: reverse Valid codes:

- <1> America's standing in the world has fallen because of things America has done.
- <2> America's standing in the world has fallen but NOT because of anything that America has done.
- <3> America's standing in the world is about the same as it was 10 years ago.
- <4> America's standing in the world is better than it was 10 years ago.

Missing values: <8> Skipped

<9> Not asked

Variable name: PCAP6

Variable label: MOST IMPORTANT PROBLEM FACING COUNTRY

Question: What is the most important problem facing the country today?

Variable type: categorical

Order: randomized

Valid codes:

- <1> War in Iraq
- <2> Terrorism
- <3> Education
- <4> Health Care and Health costs
- <5> Corruption in Government
- <6> Energy Supply/Gas and Oil Prices
- <7> Economy and Jobs
- <8> Rising Prices
- <9> Poverty
- <10> Housing
- <11> Immigration
- <12> Crime
- <13> Drug Abuse
- <14> Taxes/Deficit
- <15> Social Security and pensions
- <16> Abortion
- <17> Gay Marriage
- <18> Pollution and the Environment
- <20> The same people have been in power too long
- <21> Civil Rights
- <19 fixed> Other [PCAP6\_T]

Missing values:

- <98> Skipped
- <99> Not asked

Variable name: PCAP6P

Variable label: BEST PARTY TO HANDLE MIP

Question: Which party is best able to handle this problem?

Variable type: categorical

Order: reverse Valid codes: <1> Republican <2> Democrat

- <3 fixed> Other party
- <4 fixed> None, no party is able to handle problem
- <5 fixed> Don't know

Missing values:

- <8> Skipped
- <9> Not asked

## Variable name:

- -[PCAP300\_M] {varlabel = "John McCain FAVORABILITY"} John McCain
- -[PCAP300 O] {variabel = "Barack Obama FAVORABILITY"} Barack Obama
- -[PCAP300\_MVP] {varlabel = "John McCain VP FAVORABILITY"} Sarah Palin
- -[PCAP300\_OVP] {varlabel = "Barack Obama VP FAVORABILITY"} Joe Biden

Question: Here is a list of politicians. How favorable is your impression of each person or haven't you

heard enough to say? *Variable type:* categorical

*Order:* grid roworder = randomize colorder = reverse

Valid codes:

<2> Very Favorable

<1> Somewhat Favorable

<0> Neutral

<3> Somewhat Unfavorable

<4> Very Unfavorable

<5 fixed> Haven't heard enough

Missing values: <8> Skipped <9> Not asked

Variable name: PCAP7

Variable label: REGISTERED TO VOTE Question: Are you registered to vote?

Variable type: categorical

Order: reverse Valid codes:

<1> Yes, I am registered at \$address text

<2> Yes, I am registered at this address [inputaddress1] {open}

<4> Not registered <5 fixed> Not sure *Missing values:* <8> Skipped

<9> Not asked

Variable name: PCAP1007

Variable label: DID R VOTE EARLY

Question: Many people vote by absentee ballot or are able to vote early at the polling location. Did you

vote early or by absentee ballot in this election?

Variable type: categorical

Order: reverse Valid codes:

<1> Yes [NCAP1008: EARLY VOTE METHOD] {popup} Did you vote early by absentee ballot or in person?

<2> No

Missing values: <8> Skipped <9> Not asked

Variable name: PCAP600 Variable label: VOTE CHOICE

Question: Which of the following best describes your vote in this presidential election?

Variable type: categorical

Order: reverse Valid codes:

- <1> I voted for Barack Obama
- <2> I voted for John McCain
- <3 fixed> I voted for one of the other candidates [NCAP600 t] {open}
- <4 fixed> I didn't make it to the polls

- <8> Skipped
- <9> Not asked

Variable name: PCAP3

Variable label: VOTE CHOICE STRENGTH OF PREFERENCE Question: Would you say your preference for \$votedfor was . . .

Variable type: categorical

Order: fixed
Valid codes:
<1> Strong
<2> Not strong
<3> Neither
Missing values:
<8> Skipped
<9> Not asked

Variable name: PCAP4

Variable label: LENGTH BEFORE ELECTION THAT VOTE CHOICE WAS MADE Question: How long before the election did you decide to vote the way you did?

Variable type: categorical

Order: reverse
Valid codes:
<1> A few days
<2> A week or so
<3> More than a week

<4> Around the time of the first presidential debate

<5> My mind was made up before the conventions

<6 fixed> Not sure Missing values: <8> Skipped

<9> Not asked

Variable name: PCAP1

Variable label: ELECTION DAY EXPERIENCE AT POLL

Question: Thinking about your experience at the polls on election day, did anything happen that made

you question whether your ballot was properly counted?

Variable type: categorical

Order: fixed Valid codes: <1> Yes <2> No

<8> Skipped

<9> Not asked

Variable name: PCAP1A

<1/"FRAUD - Registration"> There was a glitch with my registration

<2/"FRAUD - Machine"> I think the machine malfunctioned

<3/"FRAUD - No trust"> I don't trust the people working there to count the votes faithfully <4/"FRAUD - Said not registered"> I got turned away because they said I wasn't registered, but

I am

<5/"FRAUD - Other"> Other [NCAP1a\_t] {open prompt = "Please describe" variabel = "FRAUD -

open"}

Question: What happened that made you doubt whether your ballot was counted? Check as many as

apply.

Variable type: categorical

Order: fixed Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

Variable name: PCAP610C Variable label: HOUSE VOTE

Question: Now thinking about the race for Congress, which party's candidate did you vote for in your

district's race for the House of Representatives?

Variable type: categorical

Order: reverse
Valid codes:
<1> Republican
<2> Democratic
<3 fixed> Other
<4 fixed> Not sure

<5 fixed> Didn't vote in this race

Missing values: <8> Skipped <9> Not asked

Variable name: PCAP12\_

<1> Served in the U.S. military? <2> Belonged to a labor union?

<3> Been laid-off from a job in the last 12 months?

Variable label: SELF/FAMILY -

Question: Have you or anyone in your immediate family ...

Variable type: categorical

Order: fixed Valid codes:

<1> yes

<2> no

Missing values:

<8> Skipped

<9> Not asked

Variable name: PCAP2

Variable label: FEDERAL INCOME TAXES UNDER OBAMA

Question: Now that Barack Obama is the U.S. president-elect, do you think your federal income taxes

are going to ...

Variable type: categorical

Order: fixed Valid codes:

<1> Go up [PCAP3\_2:resp1] {popup} By approximately how much do you think your federal income

taxes will go up? <2> Stay the same

<3> Go down

<4> Haven't thought much about it

Missing values: <8> Skipped <9> Not asked

Variable name: PCAP16

Variable label: RACIAL RELATIONS AFTER OBAMA VICTORY

Question: The U.S. has just elected its first black President. What does this mean for race relations in

America?

Variable type: categorical

Order: fixed Valid codes:

<1> Race relations will quickly improve <2> Race relations will slowly improve

<3> Things will stay the same

<4> Race relations will slowly get worse <5> Race relations will quickly get worse

Missing values: <8> Skipped <9> Not asked

Variable name: PCAP5\_2

Variable label: EMPLOYED - WORK STATUS

Question: We are interested in what kind of work you do on a daily basis. Which of the following best

describes your work status? *Variable type:* categorical

Order: fixed
Valid codes:
<1> Work full time
<2> Work part time
<3> Temporarily laid off

- <4> Unemployed
- <5> Retired
- <6> Permanently unable to work
- <7> Taking care of my home/family
- <8> Student
- <9> Other

- <98> Skipped
- <99> Not asked

*Variable name:* PCAP6\_2

Variable label: MANAGEMENT V. LABOR

Question: Which of the following best describes the type of job you have?

Variable type: categorical

Order: fixed Valid codes:

<1> I am a part of my company's leadership or management

<2> I am not a part of my company's management, I am best described as an employee

<3> Other

Missing values:

<8> Skipped

<9> Not asked

*Variable name:* PCAP7\_2

Variable label: SMALL BUISNESS OWNER

Question: Do you consider yourself to be a small-business owner?

Variable type: categorical

Order: fixed Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

Variable name: PCAP8A

Variable label: SMALL BUSINESS IS PRIMARY SOURCE OF INCOME Question: Is your small business your primary source of income?

Variable type: categorical

Order: fixed Valid codes: <1> Yes <2> No

Missing values: <8> Skipped <9> Not asked

Variable name: PCAP10 2

Variable label: CURRENT SOCIO-ECONOMIC STATUS

Question: How would you describe your socio-economic status? Do you currently consider

yourself to be ...

Variable type: categorical

Order: fixed Valid codes:

<1> Working class

<2> Lower-middle class

<3> Middle class

<4> Upper-middle class

<5> Upper class Missing values: <8> Skipped <9> Not asked

Variable name: PCAP11\_2

Variable label: FAMILY SES WHEN R WAS A CHILD

Question: And what about when you were a child, growing up. Was your family...

Variable type: categorical

Order: fixed Valid codes:

<1> Working class

<2> Lower-middle class

<3> Middle class

<4> Upper-middle class

<5> Upper class Missing values: <8> Skipped <9> Not asked

Variable name: PCAP5

Variable label: CONDUCTING FAIR ELECTIONS IN US

Question: In some countries, people believe their elections are conducted fairly. In other countries, people believe that their elections are conducted unfairly. Thinking of the presidential election we've just had, do you believe it was...

Variable type: categorical

Order: fixed Valid codes: <1> Very fair

<2> Somewhat fair

<3> Neither fair nor unfair

<4> Somewhat unfair

<5> Very unfair Missing values: <8> Skipped <9> Not asked

Variable name:

-[SCAP1001] { variabel = "Pelosi"} What job or office do the following people now hold? If you don't know, simply skip to the next question.

Nancy Pelosi

-[SCAP1002] {variabel = "Brown"} What job or office do the following people now hold? If you don't know, simply skip to the next question.

Gordon Brown

-[SCAP1003] {variabel = "Cheney"} What job or office do the following people now hold? If you don't know, simply skip to the next question.

Dick Cheney

-[SCAP1004] {variabel = "Roberts"} What job or office do the following people now hold? If you don't know, simply skip to the next question.

John Roberts

*Variable type:* string

*Variable name:* PCAP8\_3

Variable label: 3 POINT PARTY ID

Question: Generally speaking, do you think of yourself as a ...?

Variable type: categorical

Order: reverse Valid codes:

<1> Democrat [PCAP8:strongdem] {popup} Would you call yourself a strong Democrat or a not very strong Democrat?

<2> Republican [PCAP8:strongrep] {popup} Would you call yourself a strong Republican or a not very strong Republican?

<3 fixed> Independent [PCAP8:lean] {popup} Do you think of yourself as closer to the Democratic or the Republican Party?

<4 fixed> Other [PCAP8\_3T{open}

<5 fixed> Not sure Missing values: <8> Skipped <9> Not asked

*Variable name:* PCAP1102

Variable label: IN OWN WORDS, EXPLAIN VOTE CHOICE

Variable type: string

## **Profile variables:**

Variable name: PROFILE50 Variable label: Zip Code Variable type: string

Variable name: PROFILE51

Variable label: YEAR OF BIRTH

Variable type: integer

Missing values: <9998> Skipped <9999> Not asked

Variable name: PROFILE54 Variable label: Gender Variable type: categorical

Valid codes: <1> Male <2> Female Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE55 Variable label: Race Variable type: categorical

Valid codes: <1> White <2> Black <3> Hispanic <4> Asian

<5> Native American

<6> Mixed <7> Other

<8> Middle Eastern

Missing values:

<98> Skipped

<99> Not asked

Variable name: PROFILE57 Variable label: Education Variable type: categorical

Valid codes: <1> No HS

<2> High school graduate

<3> Some college

<4> 2 year college

<5> College graduate

<6> Post-grad Missing values: <8> Skipped

<9> Not asked

Variable name: PROFILE58
Variable label: Marital Status

Variable type: categorical

Valid codes: <1> Married

<2> Separated

<3> Divorced

<4> Widowed

<5> Single

<6> Domestic partnership

Missing values:

<8> Skipped

<9> Not asked

Variable name: PROFILE59
Variable label: Family income
Variable type: categorical

Valid codes:

<1>less than \$10,000

<2>\$10,000 - \$14,999

<3> \$15,000 - \$19,999

<4> \$20,000 - \$24,999

<5> \$25,000 - \$29,999

<6> \$30,000 - \$39,999

<7>\$40,000 - \$49,999

<8> \$50,000 - \$59,999

<9>\$60,000 - \$69,999

<10> \$70,000 - \$79,999

<11> \$80,000 - \$99,999

<12> \$100,000 - \$119,999

<13> \$120,000 - \$149,999

<14> \$150,000 or more

<15> Prefer not to say

Missing values:

<8> Skipped

<9> Not asked

Variable name: PROFILE60

Variable label: Employment Status

Variable type: categorical

Valid codes:

<1> Working full time now

<2> Working part time now

<3> Temporarily laid off

<4> Unemployed

<5> Retired

<6> Permanently disabled

<7> Taking care of home or family

<8> Student

<9> Other

Missing values: <98> Skipped

<99> Not asked

Variable name: PROFILE32

Variable label: What is your present religion, if any?

Variable type: categorical

Valid codes: <1> Protestant <2> Roman Catholic

<3> Mormon

<4> Eastern or Greek Orthodox

<5> Jewish <6> Muslim

<7> Buddhist

<8> Hindu

<9> Atheist

<10>Agnostic

<11> Nothing in particular

<12> Something else

Missing values:

<98> Skipped

<99> Not asked

Variable name: PROFILE33 Variable label: Born Again Variable type: categorical

Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE1

Variable label: PROTESTANT CHURCH

Variable type: categorical

Valid codes: <1> Baptist <2> Methodist

<3> Nondenominational or Independent Church

<4> Lutheran <5> Presbyterian

<6> Pentecostal

<7> Episcopalian

<8> Church of Christ or Disciples of Christ

<9> Congregational or United Church of Chri

<10> Holiness

<11> Reformed

<12> Adventist

<13> Something else [PROFILE1\_T]

Missing values: <98> Skipped

<99> Not asked

Variable name: PROFILE2

Variable label: METHODIST CHURCH

Variable type: categorical

Valid codes:

<1> United Methodist Church <2> Free Methodist Church <3> African Methodist Episcopal

<4> African Methodist Episcopal Zion <5> Christian Methodist Episcopal

<90> Other Methodist Church [PROFILE2\_T]

Missing values: <98> Skipped

<99> Not asked

Variable name: PROFILE3

Variable label: NONDENOMINATIONAL CHURCH

Variable type: categorical

Valid codes:

<1> Nondenominational evangelical <2> Nondenominational fundamentalist <3> Nondenominational charismatic

<4> Interdenominational <5> Community church <90> Other [PROFILE3\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE4

Variable label: LUTHERAN CHURCH

Variable type: categorical

Valid codes:

<1> Evangelical Lutheran Church in America (ELCA)

<2> Lutheran Church, Missouri Synod
<3> Lutheran Church, Wisconsin Synod
<90> Other Lutheran Church [PROFILE4\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE5

Variable label: PRESBYTERIAN CHURCH

Variable type: categorical

Valid codes:

- <1> Presbyterian Church USA
- <2> Presbyterian Church in America
- <3> Associate Reformed Presbyterian
- <4> Cumberland Presbyterian Church
- <5> Orthodox Presbyterian
- <6> Evangelical Presbyterian Church
- <90> Other Presbyterian Church [PROFILE5\_T]

Missing values: <98> Skipped

<99> Not asked

Variable name: PROFILE6

Variable label: PENTECOSTAL CHURCH

Variable type: categorical

Valid codes:

- <1> Assemblies of God
- <2> Church of God Cleveland TN
- <3> Four Square Gospel
- <4> Pentecostal Church of God
- <5> Pentecostal Holiness Church
- <6> Church of God in Christ
- <7> Church of God of the Apostolic Faith
- <8> Assembly of Christian Churches
- <9> Apostolic Christian
- <90> Other Pentecostal Church [PROFILE6\_T]

Missing values:

<98> Skipped

<99> Not asked

Variable name: PROFILE7

Variable label: EPISCOPALIAN CHURCH

Variable type: categorical

Valid codes:

- <1> Episcopal Church in the USA
- <2> Anglican Church (Church of England)
- <3> Anglican Orthodox Church
- <4> Reformed Episcopal Church
- <90> Other Episcopalian or Anglican Church [PROFILE7\_T]

Missing values: <98> Skipped

<99> Not asked

Variable name: PROFILE8

Variable label: CHRISTIAN CHURCH

Variable type: categorical

Valid codes:

<1> Church of Christ

<2> Disciples of Christ

<3> Christian Churches and Churches of Chri

<90> Other Christian church [PROFILE8\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE9

Variable label: CONGREGATIONAL CHURCH

Variable type: categorical

Valid codes:

<1> United Church of Christ

<2> Conservative Congregational Christian <3> National Association of Congregational <90> Other Congregational [PROFILE9\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE10

Variable label: HOLINESS CHURCH

Variable type: categorical

Valid codes:

<1> Church of the Nazarene

<2> Wesleyan Church

<3> Church of God (Anderson, Indiana) <90> Other Holiness [PROFILE10\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE11

Variable label: REFORMED CHURCH

Variable type: categorical

Valid codes:

<1> Reformed Church in America <2> Christian Reformed Church <90> Other Reformed [PROFILE11\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE12

Variable label: ADVENTIST CHURCH

Variable type: categorical

- <1> Seventh Day Adventist
- <3> Advent Christian

<98> Skipped

<99> Not asked

Variable name: PROFILE15

Variable label: CIRCUMSTANCES FOR LEGAL ABORTION

Variable type: categorical

Valid codes:

<1> Abortion should always be legal.

- <2> Abortion should be legal with some restrictions.
- <3> Abortion should only be legal in special circumstances.
- <4> Abortion should be illegal. It should never be allowed.
- <5> I'm not sure, I haven't thought much about this.

Missing values: <8> Skipped

<9> Not asked

Variable name: PROFILE19

Variable label: CIVIL UNIONS FOR GAY COUPLES

Variable type: categorical

Valid codes:

- <1> Strongly favor
- <2> Somewhat favor
- <3> Somewhat oppose
- <4> Strongly oppose
- <5> I'm not sure, I haven't thought much about this

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: PROFILE20

Variable label: BAPTIST CHURCH

Variable type: categorical

- <1> Southern Baptist Convention
- <2> American Baptist Churches in USA
- <3> National Baptist Convention
- <4> Progressive Baptist Convention
- <5> Independent Baptist
- <6> Baptist General Conference
- <7> Baptist Missionary Association
- <8> Conservative Baptist Assoc. of America
- <9> Free Will Baptist
- <10> General Association of Regular Baptists
- <90> Other Baptist [PROFILE20\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE21

Variable label: CATHOLIC CHURCH

Variable type: categorical

Valid codes:

<1> Roman Catholic Church

<2> National Polish Catholic Church

<3> Greek-rite Catholic <4> Armenian Catholic

<5> Old Catholic

<90> Other Catholic [PROFILE21 T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE23

Variable label: MORMON CHURCH

Variable type: categorical

Valid codes:

<1> Church of Jesus Christ of the Latter Day Saints

<2> Community of Christ

<90> Other Mormon [PROFILE23\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE24

Variable label: ORTHODOX CHURCH

Variable type: categorical

Valid codes:

<1> Greek Orthodox

<2> Russian Orthodox

<3> Orthodox Church in America

<4> Armenian Orthodox <5> Eastern Orthodox

<6> Serbian Orthodox

<90> Other Orthodox [PROFILE24\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE25 Variable label: JEWISH GROUP Variable type: categorical

- <1> Reform
- <2> Conservative
- <3> Orthodox
- <4> Reconstructionist

<90> Other [PROFILE25\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE26 Variable label: MUSLIM GROUP Variable type: categorical

Valid codes: <1> Sunni <2> Shia

<3> Nation of Islam (Black Muslim) <90> Other Muslim [PROFILE26\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE27

Variable label: BUDDHIST GROUPS

Variable type: categorical

Valid codes:

<1> Theravada (Vipassana) Buddhism

<2> Mahayana (Zen) Buddhism <3> Vajrayana (Tibetan) Buddhism <90> Other Buddhist [PROFILE27\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE28
Variable label: HINDU GROUP
Variable type: categorical

Valid codes:

<1> Vaishnava Hinduism <3> Shaktism Hinduism

<90> Other Hindu [PROFILE28\_T]

Missing values: <98> Skipped <99> Not asked

Variable name: PROFILE30

Variable label: RELIGIOUS SERVICES FREQUENCY

Variable type: categorical

- <1> More than once a week
- <2> Once a week
- <3> About once a week
- <4> Two or three times a month
- <5> Once a month
- <6> Several times a year
- <7> Once or twice a year
- <8> Less than once a year
- <9> Never

- <98> Skipped
- <99> Not asked

Variable name: PROFILE31

Variable label: GUIDANCE PROVIDED BY RELIGION

Variable type: categorical

Valid codes:

- <1> Some guidance
- <2> Quite a bit of guidance
- <3> A great deal of guidance
- <4> Don't know

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: PROFILE32 T

Variable label: PRESENT RELIGION - OTHER OPEN

Variable type: string

Variable name: PROFILE34

Variable label: IMPORTANCE OF RELIGION

Variable type: categorical

Valid codes: <1> important <2> not important Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE40

Variable label: PERSONALITY - EXTRAVERT

Valid codes: <1> ds

<2> dm

<3> dl

<4> nand

<5> al

<6> am

<7> as

Missing values:

<8> Skipped

<9> Not asked

Variable name: PROFILE41

Variable label: PERSONALITY - CRITICAL

Valid codes: <1> ds <2> dm

<3> dl

<4> nand

<5> al

<6> am

<7> as

Missing values:

<8> Skipped

<9> Not asked

Variable name: PROFILE42

Variable label: PERSONALITY - DEPENDABLE

Valid codes: <1> ds

<2> dm

<3> dl

<4> nand

<5> al

<6> am

<7> as

Missing values:

<8> Skipped

<9> Not asked

Variable name: PROFILE43

Variable label: PERSONALITY - ANXIOUS

Valid codes: <1> ds

<2> dm <3> dl

<4> nand

<5> al <6> am

<7> as

Missing values:

<8> Skipped

<9> Not asked

Variable name: PROFILE44

Valid codes: <1> ds <2> dm <3> dl <4> nand <5> al <6> am <7> as Missing values: <8> Skipped <9> Not asked Variable name: PROFILE45 Variable label: PERSONALITY - RESERVE Valid codes: <1> ds <2> dm <3> dl <4> nand <5> al <6> am <7> as Missing values: <8> Skipped <9> Not asked Variable name: PROFILE46 Variable label: PERSONALITY - SYMPATHETIC Valid codes: <1> ds <2> dm <3> dl <4> nand <5> al <6> am <7> as Missing values: <8> Skipped <9> Not asked Variable name: PROFILE47 Variable label: PERSONALITY - DISORGANIZED Valid codes: <1> ds <2> dm <3> dl

<4> nand

Variable label: PERSONALITY - COMPLEX

- <5> al
- <6> am
- <7> as

- <8> Skipped
- <9> Not asked

Variable name: PROFILE48

Variable label: PERSONALITY - CALM

Valid codes:

- <1> ds
- <2> dm
- <3> dl
- <4> nand
- <5> al
- <6> am
- <7> as

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: PROFILE49

Variable label: PERSONALITY - CONVENTIONAL

Valid codes:

- <1> ds
- <2> dm
- <3> dl
- <4> nand
- <5> al
- <6> am
- <7> as

Missing values:

- <8> Skipped
- <9> Not asked

Variable name: PROFILE60X Variable label: OWN/RENT Variable type: categorical

Valid codes: <1> Own <2> Rent

<3> Other [PROFILE60XT :OWN VS. RENT - OTHER OPEN TEXT]

Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE61

Variable label: HOME OWNERSHIP STATUS

Variable type: categorical

Valid codes:

- <1> Own outright
- <2> Own with a mortgage
- <3> Other [PROFILE61T: HOME OWNERSHIP STATUS OTHER OPEN TEXT]

Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE62

Variable label: CHANGE IN HOME VALUE OVER PAST 12 MONTHS

Variable type: categorical

Valid codes:

<1> Increased a lot <2> Increased a little

< 3> Stayed about the same

<4> Decreased a little

<5> Decreased a lot

Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE65
Variable label: PROFILE WAVE
Variable type: categorical

Valid codes: <1> baseline <2> january <3> march <5> october Missing values: <9> Not asked

Variable name: PROFILE101

Variable label: JOB (SENATE OR HOUSE) HELD BY - DINGELL

Variable type: categorical

Valid codes:

<1> House Member

<2> Senator <3> Neither Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE102

Variable label: JOB (SENATE OR HOUSE) HELD BY - PELOSI

Variable type: categorical

<1> House Member

<2> Senator

<3> Neither

Missing values:

<8> Skipped

<9> Not asked

Variable name: PROFILE103

Variable label: JOB (SENATE OR HOUSE) HELD BY - GATES

Variable type: categorical

Valid codes:

<1> House Member

<2> Senator <3> Neither Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE104

Variable label: JOB (SENATE OR HOUSE) HELD BY – BOEHNER

Variable type: categorical

Valid codes:

<1> House Member

<2> Senator <3> Neither Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE105

Variable label: JOB (SENATE OR HOUSE) HELD BY - COLLINS

Variable type: categorical

Valid codes:

<1> House Member

<2> Senator <3> Neither Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE106

Variable label: JOB (SENATE OR HOUSE) HELD BY – WAXMAN

Variable type: categorical

Valid codes:

<1> House Member

<2> Senator <3> Neither Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE107

Variable label: JOB (SENATE OR HOUSE) HELD BY – KYL

Variable type: categorical

Valid codes:

<1> House Member

<2> Senator <3> Neither Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE108

Variable label: JOB (SENATE OR HOUSE) HELD BY - KUCINICH

Variable type: categorical

Valid codes:

<1> House Member

<2> Senator <3> Neither Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE109

Variable label: JOB (SENATE OR HOUSE) HELD BY - KUCINICH

Variable type: categorical

Valid codes:

<1> House Member

<2> Senator <3> Neither Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE110

Variable label: JOB (SENATE OR HOUSE) HELD BY - KENNEDY

Variable type: categorical

Valid codes:

<1> House Member

<2> Senator <3> Neither Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE116
Variable label: RICE POSITION

Variable type: categorical

Valid codes:

<1> Secretary of Defense

<2> Secretary of State

<3> White House Counsel

<4> Secretary of Foreign Affairs

<5> Don't Know

Missing values:

<8> Skipped

<9> Not asked

Variable name: PROFILE117

Variable label: GUANTANAMO BAY

Variable type: categorical

Valid codes: <1> yes <2> no

Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE117A

Variable label: GUANTANAMO PURPOSE

Variable type: categorical

Valid codes:

<1> U.S. Detention Center there

<2> People are dying trying to emigrate<3> Site of a major environmental summit

<4> Castro is in a hospital there

<5> I'm not sure Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE213

Variable label: IMPORTING GOODS

Variable type: categorical

Valid codes: <1> Increased <2> Decreased

<3> Stayed about the same

<4> Don't Know Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE214

Variable label: US DOLLAR STRENGTH

Variable type: categorical

Valid codes: <1> Stronger <2> Weaker

<3> Stayed about the same

<4> Don't know Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE915A

Variable label: OPTIMISM - EXPECT THE BEST

Variable type: categorical

Valid codes: <1> I agree a lot <2> I agree a little

<3> I neither agree nor disagree

<4> I disagree a little <5> I disagree a lot Missing values: <8> Skipped

<9> Not asked

Variable name: PROFILE915B

Variable label: OPTIMISM - EASY TO RELAX

Variable type: categorical

Valid codes: <1> I agree a lot <2> I agree a little

<3> I neither agree nor disagree

<4> I disagree a little <5> I disagree a lot Missing values: <8> Skipped

<9> Not asked

Variable name: PROFILE915C

Variable label: OPTIMISM - GO WRONG

Variable type: categorical

Valid codes: <1> I agree a lot <2> I agree a little

<3> I neither agree nor disagree

<4> I disagree a little <5> I disagree a lot Missing values: <8> Skipped

<9> Not asked

Variable name: PROFILE915D

Variable label: OPTIMISM - OPTIMISTIC

Variable type: categorical

Valid codes: <1> I agree a lot <2> I agree a little

<3> I neither agree nor disagree

<4> I disagree a little <5> I disagree a lot Missing values: <8> Skipped

<9> Not asked

Variable name: PROFILE915E

Variable label: OPTIMISM - ENJOY FRIENDS

Variable type: categorical

Valid codes: <1> I agree a lot <2> I agree a little

<3> I neither agree nor disagree

<4> I disagree a little <5> I disagree a lot Missing values: <8> Skipped

<9> Not asked

Variable name: PROFILE915F

Variable label: OPTIMISM - KEEP BUSY

Variable type: categorical

Valid codes: <1> I agree a lot <2> I agree a little

<3> I neither agree nor disagree

<4> I disagree a little <5> I disagree a lot Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE915G

Variable label: OPTIMISM - THINGS DON'T GO MY WAY

Variable type: categorical

Valid codes: <1> I agree a lot <2> I agree a little

<3> I neither agree nor disagree

<4> I disagree a little

<5> I disagree a lot Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE915H

Variable label: OPTIMISM - DON'T GET UPSET EASILY

Variable type: categorical

Valid codes: <1> I agree a lot <2> I agree a little

<3> I neither agree nor disagree

<4> I disagree a little <5> I disagree a lot Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE9151

Variable label: OPTIMISM - DON'T COUNT ON GOOD THINGS

Variable type: categorical

Valid codes: <1> I agree a lot <2> I agree a little

<3> I neither agree nor disagree

<4> I disagree a little <5> I disagree a lot Missing values: <8> Skipped <9> Not asked

Variable name: PROFILE915J

Variable label: OPTIMISM - EXPECT MORE GOOD THINGS

Variable type: categorical

Valid codes: <1> I agree a lot <2> I agree a little

<3> I neither agree nor disagree

<4> I disagree a little <5> I disagree a lot Missing values: <8> Skipped

Variable name: PROFILE66

Variable label: STATE OF RESIDENCE

Variable type: continuous

Valid codes:

<9> Not asked

- <1> Alabama
- <2> Alaska
- <3> Arizona
- <4> Arkansas
- <5> California
- <6> Colorado
- <7> Connecticut
- <8> Delaware
- <9> District of Columbia
- <10> Florida
- <11> Georgia
- <12> Hawaii
- <12> Idaho
- <13> Illinois
- <14> Indiana
- <15> Iowa
- <16> Kansas
- <17> Kentucky
- <18> Louisiana
- <19> Maine
- <20> Maryland
- <21> Massachusetts
- <22> Michigan
- <23> Minnesota
- <24> Mississippi
- <25>Missouri
- <26> Montana
- <27> Nebraska
- <28> Nevada
- <29> New Hampshire
- <30> New Jersey
- <31> New Mexico
- <32> New York
- <33> North Carolina
- <34> North Dakota
- <35> Ohio
- <36> Oklahoma
- <37> Oregon
- <38> Pennsylvania
- <39> Rhode Island
- <40> South Carolina
- <41> South Dakota
- <42> Tennessee
- <43> Texas
- <44> Utah
- <45> Vermont
- <46> Virginia
- <47> Washington

<48> West Virginia

<49> Wisconsin

<50> Wyoming

Missing values:

<998> Skipped

<999> Not asked

Variable name: PROFILE67

Variable label: BATTLEGROUND STATES

Variable type: continuous

Valid codes:

<1> Battleground state <2> Non-battleground state

Missing values: <9> Not asked

Variable name: PROFILE71

Variable label: msa

Variable type: continuous Valid codes: msa codes Missing values: none

Variable name: PROFILE71name

Variable label: MSA name Variable type: string

Variable name: PROFILE72

Variable label: dma

Variable type: continuous Valid codes: dma codes Missing values: none

Variable name: PROFILE72market Variable label: DMA MARKET

Variable type: string

Variable name: PROFILE76

Variable label: CONGRESSIONAL DISTRICT

Variable type: string:

Variable name: PROFILE73B

Variable label: BASELINE - INTERVIEW START TIME

Variable name: PROFILE74B

Variable label: BASELINE - INTERVIEW END TIME

Variable name: PROFILE73J

Variable label: JAN - INTERVIEW START TIME

Variable name: PROFILE74J

Variable label: JAN - INTERVIEW END TIME

Variable name: PROFILE73M

Variable label: MAR - INTERVIEW START TIME

Variable name: PROFILE74M

Variable label: MAR - INTERVIEW END TIME

Variable name: PROFILE73S

Variable label: SEP - INTERVIEW START TIME

Variable name: PROFILE74S

Variable label: SEP - INTERVIEW END TIME

Variable name: PROFILE730

Variable label: OCT - INTERVIEW START TIME

Variable name: PROFILE740

Variable label: OCT - INTERVIEW END TIME

Variable name: PROFILE73P

Variable label: POST - INTERVIEW START TIME

Variable name: PROFILE74P

Variable label: POST - INTERVIEW END TIME