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
Valid codes:
<1> Yes
<2> No
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\mathrm{ 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: BCAP3O
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] \{varlabel = "Fred Thompson FAVORABILITY"\} Fred Thompson
-[BCAP300MH] \{varlabel = "Mike Huckabee FAVORABILITY"\} Mike Huckabee
-[BCAP300P] \{varlabel = "Ron Paul FAVORABILITY"\} Ron Paul
-[BCAP300TT] \{varlabel = "Tom Tancredo FAVORABILITY"\} Tom Tancredo
-[BCAP300DH] \{varlabel = "Duncan Hunter FAVORABILITY"\} Duncan Hunter
-[BCAP300MR] \{varlabel = "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 varlabel = "SELF IDEOLOGY"\} Yourself
-[BCAP700C if not BCAP300C or BCAP300C in [0,1,2,3,4]] \{varlabel = "CLINTON IDEOLOGY"\} Hillary
Clinton
-[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]] \{varlabel = "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 name: BCAP606D
Variable label: DEM PRIMARY VOTE INTENTION
Variable label: DEM PRIMARY VOTE INTENTION
Question: Who will you vote for in the (R's STATE) (R's state PRIMARY or CAUCUS)?
Question: Who will you vote for in the (R's STATE) (R's state PRIMARY or CAUCUS)?
Variable type: categorical
Variable type: categorical
Order: randomized
Order: randomized
Valid codes:
Valid codes:
<1> Hillary Clinton
<1> Hillary Clinton
<2> John Edwards
<2> John Edwards
<3> Barack Obama
<3> Barack Obama
<4> Chris Dodd
<4> Chris Dodd
<5> Joe Biden
<5> Joe Biden
<6> Mike Gravel
<6> Mike Gravel
<7> Dennis Kucinich
<7> Dennis Kucinich
<8> Bill Richardson
<8> Bill Richardson
<9 fixed> Not sure
<9 fixed> Not sure
Missing values:
Missing values:
<98> Skipped
<98> Skipped
<99> Not asked

```
<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:
<-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_
```

Variable name: BCAP801_
<1> ABC
<1> ABC
<2> CBS
<2> CBS
<3> NBC
<3> NBC
<4> FOX
<4> FOX
<5> PBS
<5> PBS
<6 fixed> OTHER
<6 fixed> OTHER
Variable label: TV WATCHING 4:00 PM -
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
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?
these stations at these times yesterday?
Variable type: categorical
Variable type: categorical
Order: fixed
Order: fixed
Valid codes:
Valid codes:
<1> yes

```
<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_
$<1>A B C$
<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
Order: fixed
Valid codes:
<1> yes
<2> no
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> 
<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:
$<1>\mathrm{Yes}$
<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 -[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
<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\mathrm{ 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 a fine.
<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 0100
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] \{varlabel = "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 varlabel = "SELF IDEOLOGY"\} Yourself
-[JCAP700C if not JCAP300C or JCAP300C in [0,1,2,3,4]] \{varlabel = "CLINTON IDEOLOGY"\}
Hillary Clinton
-[JCAP7000 if not JCAP3000 or JCAP3000 in [0,1,2,3,4]] \{varlabel = "OBAMA IDEOLOGY"\} Barack Obama
-[JCAP700E if not JCAP300E or JCAP300E in [0,1,2,3,4]] \{varlabel = "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 -[JCAP9000 if not JCAP3000 or JCAP3000 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 JCAP3000 or JCAP3000 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> }
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> }
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> }
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
$<1>A B C$
<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: 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> yes
<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 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: MCAP1O

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
Valid codes:
<1> Yes
<2> No
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: MCAP3O
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 0100
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 MCAP3000 or MCAP3000 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 MCAP3000 or MCAP3000 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 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
$<1>A B C$
$<2>$ 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
$<1>A B C$
<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_
$<1>A B C$
$<2>$ 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\mathrm{ MONTHS
Question:Thinking over the last }12\mathrm{ 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\mathrm{ years ago.
<4> America's standing in the world is better than it was }10\mathrm{ 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:
<8> Skipped
<9 fixed> Not asked

## 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 0100
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 varlabel = "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] \{varlabel = "BEST FOR - HEALTH CARE"\} Health Care
-[SCAP32_NS] \{varlabel = "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] {varlabel = "BEST FOR - IMMIGRATION"} Immigration
-[SCAP32_CC] {varlabel = "BEST FOR - CLIMATE CHANGE"} Consequences of Climate Change
-[SCAP32_MF] {varlabel = "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] \{varlabel = "'WILL IMPROVE US STANDING' DESCRIBES BO"\} Barack Obama
-[SCAP909_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:

-[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_
```

Variable name: SCAP801_
<1> ABC
<1> ABC
<2> CBS
<2> CBS
<3> NBC
<3> NBC
<4> FOX
<4> FOX
<5> PBS
<5> PBS
<6 fixed> OTHER
<6 fixed> OTHER
Variable label: TV WATCHING 4:00 PM -
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
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?
these stations at these times yesterday?
Variable type: categorical
Variable type: categorical
Order: fixed
Order: fixed
Valid codes:

```
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_
$<1>A B C$
$<2>$ 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_
$<1>A B C$
<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
<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] \{varlabel = "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] \{varlabel = "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] \{varlabel = "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] \{varlabel = "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] \{varlabel = "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] \{varlabel = "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] \{varlabel = "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] \{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.
-[SCAP70] \{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.
-[SCAP71] \{varlabel = "RACIAL RESENTMENT - HAVE GOTTEN LESS THAN DESERVED"\} Over the past few years, African Americans have gotten less than they deserve.
-[SCAP72] \{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: 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 varlabel = " AUTHORITARIANISM - RESPECT/INDEPENDENCE"\} Independence or respect for elders?
- [SCAP725] \{single varlabel = " AUTHORITARIANISM - OBEDIENCE/SELF-RELIANCE"\} Obedience or selfreliance?
- [SCAP721] \{single varlabel = " AUTHORITARIANISM - MANNERS/CURIOSITY"\} Curiosity or good manners?
- [SCAP722] \{single varlabel = " AUTHORITARIANISM - WELL BEHAVED/CONSIDERATE"\} Being considerate or well behaved?
- [SCAP723] \{single varlabel = " 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
<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 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] \{varlabel = "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] \{varlabel = "BEST FOR - CLIMATE CHANGE"\} Consequences of Climate Change
-[OCAP32_MF] \{varlabel = "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
```

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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] {varlabel = "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 varlabel = " INFLUENCE HIM A LITTLE/LOT"\} Do they influence him a lot or a little?
```

```
<2> No
```

<2> No
Missing values:
<8> Skipped
<9> Not asked

```

\section*{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

```
-[OCAP7000VP] \{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: OCAP906O_
<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

\section*{Variable name:}
-[OCAP903_O] \{varlabel = "'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] {varlabel = "'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

```

\section*{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

\section*{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

\section*{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

\section*{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

\section*{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

\section*{Variable name: OCAP802a}

\section*{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_
\(<1>A B C\)
\(<2>\) 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_
\(<1>A B C\)
<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
\(<1>A B C\)
<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: 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> yes
<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

```

\section*{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:Iean] \{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

\section*{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

\section*{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

\section*{Variable name:}
-[PCAP300_M] \{varlabel = "John McCain FAVORABILITY"\} John McCain
-[PCAP300_O] \{varlabel = "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

\section*{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

\section*{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
Missing values:
<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

```

\section*{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

```

\section*{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

Missing values:
<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" varlabel = "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

\section*{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

```

\section*{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
Missing values:
<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

```

\section*{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

```

\section*{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

\section*{Variable name:}
-[SCAP1001] \{ varlabel = "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] \{varlabel = "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] \{varlabel = "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] \{varlabel = "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

\section*{Profile variables:}

\author{
Variable name: PROFILE50 \\ Variable label: Zip Code \\ Variable type: string
}

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
Valid codes:
```

<1> Seventh Day Adventist
<3> Advent Christian
Missing values:
<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: PROFILE2O
Variable label: BAPTIST CHURCH
Variable type: categorical
Valid codes:
<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 [PROFILE2O_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
Valid codes:

```
```

<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
Valid codes:

```
<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
Missing values:
<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
```

Variable label: PERSONALITY - COMPLEX
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

```
```

<5> al
<6> am
<7> as
Missing values:
<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\mathrm{ 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
Valid codes:

```
```

<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: PROFILE915I
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
<9> Not asked
Variable name: PROFILE66
Variable label: STATE OF RESIDENCE
Variable type: continuous
Valid codes:
```

<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> lowa
<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: PROFILE73O
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```

