

The National Election Studies

TECHNICAL REPORT #48

Affects Toward Candidates Used In NES Studies, 1979-1994

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The following pages chart the appearance of affects used in candidate evaluations in NES studies over the past 15 years. (In Congressional Election years, such as 1994, the affect battery has been used for the incumbent President.) The net was broadly spread to include, in addition to the traditional personal interview time series studies conducted in the fall of even-numbered years, the NES Pilot Studies and other major data collection (such as the 1984 Continuous Monitoring Study). The source for the report is the NES *Continuity Guide*, updated through 1993, supplemented by lookups in the questionnaires and codebooks for 1994 and the Pilot Studies.

The 1994 affect question wording is :

"Think about Bill Clinton. Has Bill Clinton -- because of the kind of person he is, or because of something he has done -- ever made you feel:
< AFFECT > ?"

Earlier versions of the questions have sometimes added an introductory sentence:

" Now we would like to know something about the feelings you have toward
< PRESIDENTIAL CANDIDATE. "

We usually time the affect battery at 4 seconds per affect per candidate, plus 10 seconds for the lead-in.

In the two charts which follow, the first is a summary page which lists which affects were used in which traditional time series studies. The second chart lists affects used for each candidate in all NES studies since the 1979 Pilot Study, when affect evaluations were introduced into NES.

KEY:

C1	1980 "Minor Panel"
CM	Continuous Monitoring
MP	1980 "Major Panel"
P-P or P/P:	Pre and Post-Election Study
Po:	Post-Election Study
Pi:	Pilot Study
ST:	Super Tuesday

AFFECTS FOR PRESIDENTIAL CANDIDATES IN NES TIME-SERIES STUDIES,
1980-1994

	80	82	84	86	88	90	92	94
	P/P	Po	P/P	Po	P/P	Po	P/P	Po
AFRAID (OF HIM)	✓	✓	✓	✓	✓		✓	✓
ANGRY	✓	✓	✓	✓	✓		✓	✓
DISGUSTED	✓	✓	✓					
HOPEFUL	✓	✓	✓	✓	✓		✓	✓
PROUD	✓	✓	✓	✓	✓		✓	✓
SYMPATHETIC (TOWARD HIM)	✓	✓	✓					
UNEASY	✓	✓	✓					

AFFECTS USED IN NES STUDIES, 1979-1994

		79	80	80	80	80	80	80	80	80	80	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
		Pi	C1	MP	P/P	Po	Pi	P/P	Pi	Po	Pi	P/P	Pi	Po	Pi	P/P	Pi	Po	Pi	P/P	Pi	Po	Pi	P/P	Pi	Po	
AFRAID (OF HIM)	Anderson	x	x	x	x																x					x	
	Baker			x																							
	Bush	x			x																						
	Carter	x	x	x	x																						
	Clinton																										
	Connally						x																				
	Dukakis																										
	Ferraro																										
	Ford						x																				
	Glenn																										
	Hart																										
	Jackson																										
	Kennedy	x	x	x					x																		
	Mondale																										
	Perot																										
	Reagan	x	x	x	x				x																		
ANGRY	Anderson		x	x																							
	Baker																										
	Bush																										
	Carter	x	x	x																							
	Clinton																										
	Connally						x																				
	Dukakis																										
	Ford																										
	Ferraro																										
	Glenn																										
	Hart																										
	Jackson																										
	Kennedy	x	x	x																							
	Mondale																										
	Perot																										
	Reagan	x	x	x	x				x																		
DISGUSTED	Anderson		x	x																							

AFFECTS USED IN NES STUDIES, 1979-1994

	79	80	80	80	80	80	80	82	83	84	85	86	87	88	89	90	91	92	93	94	
	Pi	C1	MP	P/P	Po	Pi	Po	Pi	Po	Pi	Po	Pi	Po	Pi	Po	Pi	Po	Pi	Po	Pi	Po
Ford	X																				
Kennedy	X																				
Reagan	X																				
PROUD																					
Anderson	X	X	X																		
Baker			X																		
Bush	X			X										X				X			
Carter	X	X	X																		
Clinton																			X	X	X
Connally					X																
Dukakis														X							
Ferraro																					
Ford			X																		
Glenn																					
Hart																					
Jackson																					
Kennedy	X	X	X			X								X							
Mondale						X				X											
Perot																					
Reagan	X	X	X		X	X	X	X	X	X	X	X	X	X	X						
SAD																					
Carter	X																				
Ford	X																				
Kennedy	X																				
Reagan	X																				
SYMPATHETIC (TOWARD HIM)																					
Anderson	X	X	X				X														
Baker			X																		
Bush			X																		
Carter	X	X	X				X														
Connally					X																
Ford	X																				
Kennedy	X	X	X																		
Mondale										X											
Reagan	X	X	X		X	X	X	X	X	X	X	X	X	X	X						
UNEASY																					
Anderson	X	X	X																		

AFFECTS USED IN NES STUDIES, 1979-1994

	79	80	80	80	80	80	80	80	80	80	82	83	84	85	86	87	88	89	90	91	92	93	94
	Pi	C1	MP	P/P	Po	Pi	P/P	Po	Pi	Po	Pi	P/P	Pi	Po	Pi	P/P	Pi	Po	Pi	P/P	Pi	Po	
Baker			x																				
Bush		x																					
Carter	x	x	x	x																			
Connally			x																				
Ford	x																						
Kennedy	x	x	x																				
Mondale													x										
Reagan	x	x	x	x	x			x					x										