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Title: Candidate Placements Used in NES Studies, 1968-1994

Technical Report Number: nes010167

Date: November 16, 1994

Dataset(s): 1979, 1983, 1985, 1987, 1989, 1991, 1993 Pilots; 1980, 1982, 1984, 1986, 1988, 1990, 1992, 1994; 1980 Major Panel; 1980 Minor Panel, 1984 Continuous Monitoring, 1988 Super Tuesday

Abstract

The report charts the appearance of candidate placements on issue questions in NES studies over the past 15 years. In Congressional Election years, the placements are usually for the incumbent President and the candidates for the House of Representatives. Unless noted otherwise, the issue question for which placement is requested is a 7-point scale. 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 Pilot Studies and other major data collections, such as the 1984 Continuous Monitoring Study. 7-point scales are usually administered with a graphic aid depicting a line with 7 points. A typical 7-point issue question is: 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 their own. Where would you place yourself on this scale or haven't you thought much about this?" The placement then reads: "Where would you place on this scale?"