The following pages chart the appearance of traits used in candidate evaluations in NES studies over the past 15 years. (In Congressional Election years, such as 1994, the trait battery has been used for the incumbent President.) The trait 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. 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 trait question wording is:

"Think about Bill Clinton. In your opinion, does <TRAIT> describe Bill Clinton extremely well, quite well, not too well, or not well at all?"

Earlier versions of the questions were somewhat wordier, e.g.:

"I am going to read a list of words and phrases people may use to describe political figures. Think about the <PRESIDENTIAL CANDIDATE>. In your opinion, does the phrase <TRAIT> describe <PRESIDENTIAL CANDIDATE> extremely well, quite well, not too well, or not well at all?"

We usually time the trait battery at 6 seconds per trait per candidate, plus 12-20 seconds for the lead-in.

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

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## Presidential Candidate Traits Used in NES Studies 1979-1994

| Trait Category           | 79 Pi | 80 P/P | 80 C1 | 80 MP | 82 Po | 83 Pi | 84 P/P | 85 CM | 86 Pi | 87 Pi | 88 P/P | 88 ST | 89 Pi | 90 Pi | 91 P/P | 92 Pi | 93 Pi | 94 Po |
|--------------------------|-------|--------|-------|-------|-------|-------|--------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|
| **GROUPS**               |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |
| Kennedy                  | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |
| Reagan                   | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |
| **GETS THINGS**          |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |
| Bush                     |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |
| **DONE**                 |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Clinton                  |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Perot                    |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| **GET US INTO**          |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Carter                   | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |        |
| **UNNECESSARY WARS**     |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |        |
| Kennedy                  | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |        |
| Reagan                   | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |        |
| **HARDWORKING**          |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |        |
| Bush                     |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Ferraro                  |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Glenn                    |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |        |
| Hart                     |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Jackson                  |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |        |
| Kennedy                  |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Mondale                  |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Reagan                   | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| **HAS LITTLE EXPERIENCE**|       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Kennedy                  | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |        |
| Mondale                  | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Reagan                   | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| **HAS NO CLEAR SENSE OF DIRECTION** |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Kennedy                  | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |        |
| Mondale                  | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |        |
| Reagan                   | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| **HIDE THINGS FROM THE PUBLIC** |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Carter                   | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |        |
| Ford                     | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Kennedy                  | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Reagan                   | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| **HONEST**               |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       |        |
| Bush                     |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Carter                   | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Clinton                  |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Dukakis                  |       |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Ford                     | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
| Kennedy                  | x     |        |       |       |       |       |        |       |       |       |        |       |       |       |       |       |       | x     |
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Page 12
## Presidential Candidate Traits Used in NES Studies 1979-1994

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The following pages chart the appearance of candidate placements on issue questions in NES studies. In Congressional years, the placements are usually for the incumbent President and the candidates for the House of Representatives. 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 collections, 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.

Each individual candidate placement is usually timed at 7 seconds. Unless noted otherwise, the issue question for which placement is requested is a seven-point scale.

In the two charts which follow, the first is a summary page which lists which placements were used in which traditional time series studies. The second chart lists placements used for each candidate in all NES studies since 1968, when these placements were introduced.

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**CANDIDATE PLACEMENTS IN NES STUDIES 1968-1994**

| women:7-pt | 68 P.P | 70 Po | 72 Po | 74 P.P | 76 Po | 78 P.P | 80 Po | 82 C1 | 82 MP | 83 Po | 84 P.P | 85 Po | 86 P.P | 87 Po | 88 ST | 89 Po | 90 Po | 91 CW | 92 Po | 93 SES | 94 Po |
|------------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Inflation/Unempl. | Anderson | x | x | x | | | | | | | | | | | | | | | | |
| Tradeoff: 7-pt | Baker | | | | | | | | | | | | | | | | | | | |
| | Brown | x | x | | | | | | | | | | | | | | | | | |
| | Bush | x | x | | | | | | | | | | | | | | | | | |
| | Carter | x | x | x | | | | | | | | | | | | | | | | | |
| | Connally | | | | | | | | | | | | | | | | | | | |
| | Kennedy | x | x | x | | | | | | | | | | | | | | | | | |
| | Reagan | x | x | x | | | | | | | | | | | | | | | | | |
| Involvement in | Hart | | | | | | | | | | | | | | | | | | | x |
| Central America: | Jackson | | | | | | | | | | | | | | | | | | | x |
| branching | Kennedy | | | | | | | | | | | | | | | | | | | x |
| | Mondale | | | | | | | | | | | | | | | | | | | |
| | Reagan | | | | | | | | | | | | | | | | | | | x |
| Involvement in | Mondale | | | | | | | | | | | | | | | | | | | x |
| Central America: | Reagan | | | | | | | | | | | | | | | | | | | x |
| 7-pt | House Cands. | | | | | | | | | | | | | | | | | | | x |
| | Senate Cands. | | | | | | | | | | | | | | | | | | | x |
| Legal status of | Carter | | | | | | | | | | | | | | | | | | | x |
| Marijuana: 7-pt | Ford | | | | | | | | | | | | | | | | | | | x |
| | McGovern | | | | | | | | | | | | | | | | | | | x |
| | Nixon | | | | | | | | | | | | | | | | | | | x |
| | Wallace | | | | | | | | | | | | | | | | | | | x |
| Liberal/Conserv. | Ferraro | | | | | | | | | | | | | | | | | | | x |
| Branching | Glenn | | | | | | | | | | | | | | | | | | | x |
| | Hart | | | | | | | | | | | | | | | | | | | x |
| | Jackson | | | | | | | | | | | | | | | | | | | x |
| | Mondale | | | | | | | | | | | | | | | | | | | x |
| | Reagan | | | | | | | | | | | | | | | | | | | x |
| House Cands. | | | | | | | | | | | | | | | | | | | x |
| Liberal/Conserv. | Anderson | | | | | | | | | | | | | | | | | | | x |
| 7-pt scale | Babbitt | | | | | | | | | | | | | | | | | | | x |
| | Baker | | | | | | | | | | | | | | | | | | | x |
| | Brown | x | x | x | | | | | | | | | | | | | | | | | |
| | Bush | x | x | x | | | | | | | | | | | | | | | | | x |
| | Carter | x | x | x | | | | | | | | | | | | | | | | | |
| Candidate | 68 P-P | 70 P-P | 72 P-P | 74 P-P | 76 P-P | 78 P-P | 79 P-P | 80 P-P | 82 P-P | 84 P-P | 85 P-P | 86 P-P | 87 P-P | 88 P-P | 89 P-P | 90 P-P | 91 P-P | 92 P-P | 93 P-P | 94 P-P |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Clinton   |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Connally  |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Dole      | x      |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Dukakis   |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| DuPont    |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Ford      |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Gephardt  |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Glenn     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Gore      |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Haig      |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Hart      |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Humphrey  |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Jackson   |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Kemp      |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Kennedy   |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Lacey     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| McGovern  |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Mondale   |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Nixon     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Perot     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Reagan    |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Robertson |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Simon     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Wallace   |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |

*(93 P-P is inc. only)

| House Cands. | 68 | 70 | 72 | 74 | 76 | 78 | 79 | 80 | 82 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 |
|              | x | x |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |

| Senate Cands. | 68 | 70 | 72 | 74 | 76 | 78 | 79 | 80 | 82 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 |
|               | x | x | x |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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