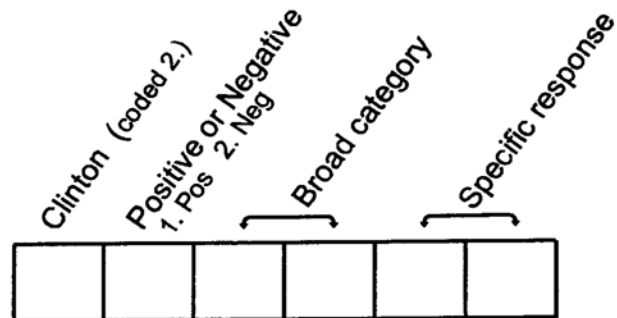


CLINTON MASTER CODE 1992

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Broad Categories Codes

01. Experience and Abilities
02. Performance in Office, Record
03. Strength of Leadership, Leadership Qualities
04. Personal Qualities
05. General Outlook/Philosophy
06. Party Connections
07. The Campaign
08. General
10. Stands on Domestic Issues
11. Stands on Foreign Issues and Defense
12. Group references



POSITIVE COMMENTS

EXPERIENCE AND ABILITIES

- 210100. Experienced (general, vague)
- 210101. Has experience in government/public service (no specific office mentioned)
- 210103. Was a governor, governor of Arkansas [statement of fact, performance not mentioned]
- 210130. Qualified (general)
- 210140. Has good political skills, experienced politician
- 210199. Other Experience/Abilities [make a card]

PERFORMANCE IN OFFICE, RECORD

- 210200. Has a good public record, record in office (general)
- 210211. Has done a good job as governor (or Arkansas)
- 210213. Increased employment, jobs in Arkansas
- 210299. Other Performance in Office [make a card]

STRENGTH OF LEADERSHIP, LEADERSHIP QUALITIES

- 210300. Strong leader, will be a strong president
- 210301. Decisive
- 210302. Dependable
- 210303. Will keep promises
- 210304. Inspiring
- 210305. Brings hope

- 210310. He is self-confident
- 210311. People have confidence in him
- 210312. He has vision

- 210330. Good speaker (general)
- 210331. Clear speaker, explains himself well

- 210399. Other Leadership Qualities [make a card]

PERSONAL QUALITIES

- 210400. I like him (personally)
- 210402. Good man, heard good things about him
- 210405. Someone new, fresh face, new ideas [If the word "change" is used, code 210535]

- 210410. Honest
- 210411. Trustworthy, you can trust him

- 210412. Sincere, means what he says
- 210413. Straight forward, tells it as it is
- 210414. He does not cater/pander to electorate

- 210420. Intelligent, smart
- 210421. Well-informed, knowledgeable
- 210422. Well educated (general)
- 210423. Well educated, went to Oxford (Rhodes Scholar)
- 210424. Articulate

- 210430. Man of high principles
- 210431. Moral
- 210432.
- 210434. Selfless, wants to help others, not in it for himself
- 210435. Humble
- 210436. Caring/compassionate

- 210440. Self-made man, started out poor
- 210441. Down to earth, in tune with the people
- 210442.
- 210443 Good sense of humor
- 210444. Friendly, outgoing, "I like the way he talks to people"

- 210451. Is young, his age (positive connotation)
- 210452. Energetic, enthusiastic

Family

- 210461. I like his wife (general)
- 210462. Hillary Clinton is smart, well educated, has a career
- 210463. His wife supports him, helps him
- 210465. I like his family

- 210470. Good family man

- 210499. Other Personal Qualities [make a card]

GENERAL OUTLOOK/PHILOSOPHY

- 210500. General, vague comment about his ideas, policies, platform, programs
- 210501. Has a well defined set of beliefs, goals (general)

- 210510. He's for government activity, supports social programs (general)
- 210514. He favors improvement in standard of living for working class, middle class
- 210515. Does not believe in "trickle down" economics, Reaganomics

- 210520. He's a liberal (in a positive sense)
- 210522. He's more conservative
- 210532. He's a moderate
- 210534. He's pragmatic

- 210530. He's for states rights, keep government at local level
- 210531. Believes in the separation of church and state (generally).
[Specific issues like school prayer should be coded under Domestic Policies]

- 210535. He believes in change, will bring change, will turn things around, get us back on track

- 210540. For equality, equal treatment
- 210541. Believes in, favors diversity

- 210545. Is for freedom
- 210546. Believes in work ethic, self-discipline, self-reliance, working hard to get ahead

- 211050. Would prevent decline in morality
- 211051. Would maintain family values

- 210599. Other General Outlook/ Philosophy [make a card]

PARTY CONNECTIONS

- 210601. "He's a Democrat"
- 210602. "I always/almost always/ vote Democratic"
- 210603. "He's not a Republican"
- 210604.
- 210605. He's not controlled by his party

- 210610. Positive reference to men around him [Who? Make a card]
- 210611. Positive reference to party figures around him [Who? Make a card]

- 210620. Will continue/keep his party's policies (positive connotation)
- 210621. Would change from his party's policies (positive connotation)

- 210625. Represents the liberal wing of his party
- 210626. Represents the conservative wing of his party

- 210699. Other Party Connections [make a card]

THE CAMPAIGN

210700. Ran a good/effective campaign (in strategic sense)

210701. Ran a clean, positive campaign, took the high road

210720. Performed well in the debates

210730. Reference to specific ads [make a card citing ad]

210732. Was unfairly criticized by the media

210733. Was unfairly attacked by opponent's ads

210735. He stood up to what was thrown at him

210740. Good choice of Vice-Presidential running mate, "I like Al Gore" (general)

210741. Likes Gore's environmental policies, concern for ecology

Issues that surround a particular candidate; issues that would not exist had the candidate not run

210751. I don't care about his extramarital affairs, personal life

210752. The draft issue should not be held against him, others did not go into military either

210799. Other Campaign [make a card]

GENERAL

210800. "I like everything about him" [both personally and policies]

210801. He's better than Bush, can't be worse

210802. I'm more against Bush than for Clinton, I would never vote for Bush

210805. Give him a chance

210806. Don't think he can keep promises, no politician keeps promises

210810. Lesser of two evils

210812. Don't change horses

210820. I vote for the man, not the party

210840. He will save America, America needs him.

210841. He will unite America, bring people together

210899. Other General comments [make a card]

STANDS ON DOMESTIC ISSUES

Budget, Spending

- 211000. Budget deficit (general)
- 211001. Will try to balance the budget, reduce deficit
- 211002. Will reduce spending

Taxes

- 211005. Tax policy (general)
- 211006. Would not raise taxes
- 211007. Would raise taxes on the wealthy, higher income, the rich (positive connotation)
- 211008. Would lower taxes on the middle class
- 211009. Would lower taxes (on most Americans)

The Economy

- 211010. The economy (general)
- 211011. Economic conditions would be better under him, will deal/try to deal with the economy
- 211012.
- 211015. Will create jobs, improve job situation

Welfare, the Poor

- 211020. Is for government aid to the poor (general)
- 211021.
- 211025. Will cut welfare, get people off welfare, put those people to work

Social Programs

- 211023. Would protect/improve Social Security
- 211024.
- 211025. Would provide more public housing
- 211026. Would provide for more affordable housing
- 211027. Would provide more help with day care

Education

- 211030. Will improve education, support (public) schools (general)
- 211031. Would increase aid to education
- 211032.
- 211033. Would increase teacher pay
- 211034. Would help with college expenses

Civil Rights, African-American policies

- 211040. Would advance civil rights, reduce racial injustice
- 211041. Would continue affirmative action programs

- 211044. Would protect civil liberties (general)

Social Issues

- 211045. Pro-Choice, would keep abortion legal

- 211046. Gay rights [If simply support of gays generally, code 211225]
- 211048. Would allow prayers in schools

The Environment

211050. Would protect the environment, work to improve environmental problems (general)

Health care/ Health Insurance program

211055. Would provide affordable health insurance/health care for all

Urban problems

211060. Would work to solve urban problems (general)

211061. Would control crime (general)

211062.

211063. Will continue the “war on drugs”

Guns

211065. He would control guns [Respondent agrees/likes that position]

211066. He would not control guns [Respondent agrees/likes that position]

The Supreme Court

211070. Supreme Court appointments (general)

211071.

211072. Will appoint liberal judges

211073. Will appoint judges who will uphold women’s rights such as affirming Roe v Wade

211074. Will appoint well qualified judges without regard to ideology

Farm and Union policies

211081. Is for farm price supports

211082. Would support union right to organize [If simply supports “unions”, code 211241]

211099. Other Domestic Issues [make a card]

STANDS ON FOREIGN ISSUES AND DEFENSE

211100. Generally likes his stands on foreign issues (non-specific)

211105. Would concentrate on problems in this country

211110. He’s for cutting military spending (positive connotation)

211120. International trade (general)

211121. The trade deficit

211125. Free trade (general)

211126. He does not favor free trade agreement with Canada and Mexico (NAFTA)

211127. He would modify “ “ “

211128. He supports “ “ “

211199. Other Foreign Issues [make a card]

GROUP REFERENCES

Will support/help/is pro:

- 211200. "People like me"
- 211201. Working people, the worker, the working class

- 211202. Common people, ordinary people
- 211203. The average American, "the people"
- 211204. The little guy

- 211205. Middle class
- 211206. Upper class
- 211207. Lower class
- 211208. Wealthy people, the rich
- 211209. Poor people
- 211210. Underprivileged people, less fortunate

- 211214. Small business
- 211215. Farmers

- 211220. Blacks, African-Americans
- 211221. Hispanic
- 211222. Women
- 211225. Gays/homosexuals

- 211230. Young people
- 211231. Seniors, older people

- 211232. Southerners

- 211240. Veterans
- 211241. Unions/union members

Would not support:

- 211258. The rich

- 211299. Other group reference [make a card]

MISSING DATA CODES

- 218899. Other miscellaneous [make a card]

- 219988. Refused, NA
- 219999. "Don't know anything about him" [or R has nothing meaningful to say]

- 210000. "Nothing", "No"

NEGATIVE COMMENTS

EXPERIENCE AND ABILITIES

- 220100. Inexperienced (general, vague)
- 220101. Doesn't have enough government/public experience

- 220110. Has no military experience
- 220111. Lack of experience at national/federal level
- 220112. Lacks foreign policy experience
- 220115. Lacks experience with the national economy

- 220130. Not qualified (general)

- 220140. Has poor political skills, can't work with others

- 220199. Other negative Experience/Abilities [make a card]

PERFORMANCE IN OFFICE, RECORD

- 220200. Poor record (general)
- 220201. Can't get things done

- 220211. Did a poor job as governor (of Arkansas)

- 220214. He raised taxes in Arkansas
- 220215. Has been a big spender

- 220230. Too much corruption

- 220299. Other Performance in Office [make a card]

STRENGTH OF LEADERSHIP, LEADERSHIP QUALITIES

- 220300. Weak leader
- 220301. Indecisive, wishy-washy, straddles the fence
- 220302. Undependable, easily swayed
- 220303. Will break promises, won't do what he says

- 220311. People don't have confidence in him
- 220312. Lacks vision

- 220321. Will not be able to deal with Congress

- 220330. Poor speaker (general)
- 220331. Not a clear speaker, I can't understand what he is talking about
- 220333. Talks too much, a windbag, lot of hot air

- 220399. Other negative Leadership Qualities [make a card]

- 220400. I don't like him (personally)
- 220401. I don't like his looks
- 220402. Not a good man, not a good person, poor character

- 220410. Dishonest, lacks integrity
- 220411. Can't trust him

- 220412. Insincere, doesn't mean what he says,
- 220413. Not straightforward, keeps changing his story
- 220414. Panders, just tries to please audience, will say anything to get elected
- 220415. He lies
- 220416. Slick, "Slick Willy", too smooth
- 220417. I don't respect him
- 220418. Too much of a politician

- 220420. Not intelligent, not smart
- 220421. Not well-informed, uninformed
- 220422. Not well educated

- 220430. Lacks principles
- 220431. Immoral, has no moral values
- 220432.
- 220434. Just in it for himself, for the power
- 220435. Arrogant, cocky, smart mouth
- 220436. Cold, uncaring

- 220440.
- 220441. Doesn't understand people like me
- 220442. Crude, ill-mannered
- 220443. No sense of humor, melancholy
- 220444. Distant, aloof, snob

- 220451. Is too young

Family

- 220461. I don't like his wife (general)
- 220462. His wife (Hillary) will be too involved, will try to run things, too aggressive, pushy

- [If "Cheats on his wife", "infidelity": use code 220751 under The Campaign]

- 220499. Other Personal Qualities [make a card]

GENERAL OUTLOOK/PHILOSOPHY

220500. Vague negative comment about his ideas or policies

220501. Has poorly defined set of beliefs, goals, don't know where he stands, no clear positions

220510. He's for government activity, social programs, regulation [R opposes these things]

220511. He's for Democratic party positions, platform [Dems specifically mentioned]

220520. He's a liberal (in a negative sense)

220521. He's too liberal, too far left

220522. He's a conservative (in a negative sense)

220523. He's too conservative, too far right

220525. He's for socialism, socialistic programs

220527. He's a socialist

220531. He's an extremist

220532. He's too moderate, not ideological enough

220533. He's not realistic

220530. He's not for states' rights, government should be kept at the local level

220531. Believes in the separation of church and state (generally).

[Specific issues like school prayer should be coded under Domestic Policies]

220545. Would reduce freedom

220546. Doesn't believe in work ethic, self-discipline, self-reliance, working hard to get ahead

221050. Would bring about decline in morality

221051. Would undermine family values

220560. He's not patriotic, doesn't love his country

220599. Other General Outlook/ Philosophy [make a card]

PARTY CONNECTIONS

220601. He's a Democrat, I never vote for a Democrat

220605. He's controlled by his party, by party insiders

220610. Negative reference to men around him [Who? Make a card]

220611. Negative reference to party figures around him [Who? Make a card]

220620. Will continue/keep his party's policies [R wants change in party policy]

220621. Would change from his party's policies [R does not want change]

220625. Represents the liberal wing of his party [negative comment]

220626. Represents the conservative/right wing of his party [negative comment]

220699. Other negative Party Connections [make a card]

THE CAMPAIGN

- 220700. Ran a poor/ineffective campaign (in strategic sense)
- 220701. Ran a dirty, negative campaign, too much mudslinging
- 220702. Was too critical of Bush

- 220710. Controlled by/panders to special interests

- 220720. Performed poorly in the debates

- 220730. Reference to specific ads [make a card citing ad]

- 220740. Poor choice of Vice-Presidential running mate (general)

Issues that surround a particular candidate; issues that would not exist had the candidate not run

- 220751. Having affairs with other women, Jennifer Flowers, “personal life”, “womanizer”
[In addition to using this code, if R concludes that Clinton is “immoral” or “can’t be trusted”, etc. code those remarks in appropriate Personal Qualities categories as well]

- 220752. The draft issue. He tried to dodge draft during Viet Nam war; also was evasive about the draft issue

- 220753. The drug issue. The question of his smoking marijuana/pot. “Did not inhale”

- 220754. The trip to Russia. While Clinton was in England during the Viet Nam war, he took a trip to Russia

- 220755. The Sister Souljah incident
- 220756. Jesse Jackson, treatment of Jesse Jackson
- 220757. “Arkansas is the poorest state”

- 220799. Other negative aspects of Campaign [make a card]

GENERAL

- 220800. I just don’t like anything about him (vague, general)
- 220803. I am going to vote against Bush, not for Clinton
- 220808. I used to like him but not now. I lost respect for him

- 220810. Lesser of two evils
- 220812. Don’t change horses

- 220820. I vote for the man, not the party

- 220830. President and Congress should not be controlled by the same party

- 220840. He will ruin America

- 220899. Other General comments with negative connotations [make a card]

STANDS ON DOMESTIC ISSUES

Budget, Spending

221000. Budget deficit (general)

221001. Will not balance the budget/not solve deficit problem/ national debt

221002. Will increase spending (general)

Taxes

221005. Tax policy (general)

221006. Would increase taxes (generally)

221007. Would raise taxes on the rich

221008. Would raise taxes on the middle class

The Economy

221010. Economic policies (general)

221011. Economic conditions would be worse under him

221012. He has no economic plan

221016. I don't like that he would extend unemployment benefits

221017. Inflation. Inflation would increase

221018. Interest rates too high

Welfare, the Poor

221020. He's too much for aid to the poor/needy, welfare, handouts, give away programs

221021.

Social Programs

221023. Wants to keep/protect Social Security system

221024. Would increase Social Security taxes

Education

221030. Would not do enough for education (general)

221031. Would increase aid to education (federal government should not get involved in education)

221032. Would not help private/parochial schools

Civil Rights, African-American policies

221041. Would continue affirmative action programs, quotas [R does not like affirmative action]

Social Issues

221045. Abortion issue; he's pro-choice, would keep abortion rights, Roe v. Wade [R is pro-life]

221046. He's for gay rights

221048. He would not allow prayers in schools, he is for separation of church and state

The Environment

221050. He would do too much to protect the environment (general)

221051.

Health care/Health Insurance program

221055. He would provide government health insurance/ health care for all [R is against government health care]

Urban problems

221060.

221061. Would not control crime (general)

221062.

221063. Will not continue the "war on drugs"

Guns

221065. He would control guns [R does not want gun control]

221066. He would not control guns [Respondent wants gun control]

The Supreme Court

221070. Supreme Court appointments (general)

221071.

221072. Will appoint liberal judges, not strict constructionists

221073. Will appoint judges who will uphold women's right to abortion (Roe v Wade) [negative]

221074.

Farm and Union policies

221081. Is for farm price supports [R is against price supports]

221082. Would support unions right to organize [R does not like unions]

221099. Other negative comments about Domestic Issues [make a card]

STANDS ON FOREIGN ISSUES AND DEFENSE

221100. Don't likes his stands on foreign issues (non-specific)

221102. He's not strong on foreign policy

221110. He's not for a strong military, would reduce military/defense spending

221115. Did not support the Gulf War/ wavered on his support of Gulf War

221120. International trade (general)

221128. Is for NAFTA [R is against it]

221129. He waffles on free trade agreement with Canada and Mexico (NAFTA)

221199. Other Foreign Issues [make a card]

GROUP REFERENCES

Is not in favor of, will hurt:

221201. Working people, working class

221205. Middle class

221208. Wealthy people, the rich

221209. Poor people

221213. Big business/corporations

221214. Small business

221215. Farmers

221220. Blacks, African-Americans

221221. Hispanic

221222. Women

221240. Veterans

221241. Unions

Too favorable to, seeks support from (negative connotation):

221251. Working people, working class

221255. Middle class

221258. Wealthy people, the rich

221259. Poor people

221263. Big business

221264. Small business

221270. Blacks, African-Americans

221271. Hispanic

221272. Women's lib, feminists

221275. Gays, homosexuals

221281. Older people

221290. Veterans

221299. Other group reference [make a card]

MISSING DATA CODES

228899. Other miscellaneous [make a card]

229988. Refused, NA

229999. "Don't know anything about him" [or R has nothing meaningful to say]

220000. "Nothing", "No"