

Version 01 Codebook

CODEBOOK INTRODUCTION FILE
1995 PILOT STUDY
(1995.PN)

AMERICAN NATIONAL ELECTION STUDIES

1995 PILOT STUDY

CODEBOOK

Center for Political Studies
Institute for Social Research
The University of Michigan

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>> GENERAL INFORMATION ABOUT THE AMERICAN NATIONAL ELECTION STUDY, 1995

The American National Election studies are conducted by the Center for Political Studies of the Institute for Social Research, under the general direction of Principal Investigator Steven J. Rosenstone and co-Principal Investigators Warren E. Miller and Donald R. Kinder. Santa Traugott is the Director of Studies for the National Election Study.

The 1994 Post-Election Study was the twenty-third in the series of studies of American national elections produced by the Political Behavior Program of the Survey Research Center and the Center for Political Studies. Since 1978 these studies have been conducted under the auspices of National Science Foundation Grants (SOC77-08885, SES 8341310, SES-8808361 and SBR-9317631). The election studies are designed by a National Board of Overseers, the members of which meet several times a year to plan content and administration of the studies.

A number of Pilot Studies have been conducted by the NES for the purpose of developing new instrumentation. The 1995 Pilot Study is part of this series, which also includes studies conducted in 1979, 1983, 1985, 1987, 1989, 1991 and 1993. Like the traditional time-series studies, the Pilot Studies are ultimately designed by the Board of Overseers, with assistance from the scholarly community in the form of planning committees. Like all of its predecessors (except the 1979 Pilot Study) the 1995 Study respondents are a subset of the previous year's traditional time-series respondents.

Members of the NES Board of Overseers during the planning for the 1995 Pilot Study included Prof. David LEEGE (Chair), Notre Dame University; Prof. Larry Bartels, Princeton University; Prof. Charles Franklin, University of Wisconsin at Madison; Prof. Virginia Sapiro, University of Wisconsin at Madison; Prof. W. Phillips Shively, University of Minnesota; Prof. Laura Stoker, University of California at Berkeley; and Prof. John Zaller, University of California at Los Angeles.

Larry Bartels chaired the 1995 Pilot Study Planning Committee, which included Steven Rosenstone and Warren Miller, as well as Charles Franklin and John Zaller from the Board. They were joined by Prof. Ann Crigler, University of Southern California; Prof. John Mark Hansen, The University of Chicago; Prof. George Marcus, Williams College; Prof. George Rabinowitz, University of North Carolina; and Prof. Wendy Rahn, University of Wisconsin.

The Pilot Study Committee benefited from a very lively E-MAIL discussion of proposed media content. Participants in the conference included, from the Pilot Committee, Bartels, Zaller, Rosenstone, Traugott, Crigler. Others: Professor Steve Chaffee, Stanford University; Prof. Marion Just, Wellesley College, Mr. Erik Bucy, and Prof. John Newhagen, University of Maryland; Prof. Joseph Cappella, University of Pennsylvania; Prof. Vincent Price, University of Michigan; and Prof. Barry Hollander, University of Georgia.

□>> 1995 PILOT STUDY DESCRIPTION

STUDY DESIGN

The 1995 Pilot Study was conducted between August 3 and September 10th,

1995. The study is a one-wave reinterview of a randomly selected subset of respondents with telephones from the fresh cross section portion of the 1994 Post-Election Study. 1994 "panel" respondents who had been interviewed in 1992 were not eligible for reinterview in the 1995 Pilot Study. The randomly selected sample consisted of 704 respondents from 1994; 486 of these respondents agreed to be interviewed in 1995.

The response rate is thus .69 (486/704). The number of refusals was 95. The remainder of the non-interviews are persons with whom contact was lost, or who were unavailable during the study period, for such reasons as illness or absence from home.

The study mode was Computer Assisted Telephone Interviewing, or CATI. The average interview length was 44.8 minutes.

STUDY CONTENT

The content of the study reflects the NES commitment to improve measures of candidate evaluation, the impact of the campaign, values and predispositions, the comparative study of elections, and other responses to a stimulus letter calling for ideas for content sent to the user community on November 4, 1994.

Specific topic areas in the study include:

- an experiment between different measures of affective reactions to political figures

- a module of items that are being concurrently tested in many other nations as part of a comparative study of politics

- a set of 12 items asking respondents to make tradeoffs between programs, taxes and the budget deficit

- a set of items designed to measure attitudes toward the environment and environmental policy

- a new measure of "humanitarianism"

- an extensive set of items re attention to the media, intended to capture exposure to the political campaigns.

In order to include all of the content, and also in order to test between competing instrumentation, there were two forms of the questionnaire.

Rosters of items, such as the thermometer, were randomized in administration, to minimize order effects.

DATA DOCUMENTATION

Because the 486 Pilot Study respondents had also been interviewed in 1994 Post Election Study, their data from that study has been merged onto the datafile. There are 486 cases in the dataset (in other words, 1994 respondents who were not reinterviewed in 1995 are not included in the dataset).

□>> CODEBOOK INFORMATION

The following example from the 1948 NES study provides the standard format for codebook variable documentation.

Note that NES studies which are not part of the Time-Series usually omit marginals and the descriptive content in lines 2-5 (except for variable name).

Line

```

1  =====
2  VAR 480026      NAME-R NOT VT-WAS R REG TO VT
3                  COLUMNS 61   - 61
4                  NUMERIC
5                  MD=0 OR GE 8
6
7                  Q. 17.  (IF R DID NOT VOTE)  WERE YOU REGISTERED (ELIGIBLE)
8                  TO VOTE.
9                  .....
10
11                 82          1.  YES
12                 149         2.  NO
13
14                 0           8.  DK
15                 9           9.  NA
16                 422         0.  INAP., R VOTED

```

Line 2 - VARIABLE NAME. Note that in the codebook the variable name (usually a 'number') does not include the "V" prefix which is used in the release SAS and SPSS data definition files (.sas and .sps files) for all variables including those which do not have 'number' names. For example the variable "VERSION" in the codebook is "VVERSION" in the data definition files.

Line 2 - "NAME". This is the variable label used in the SAS and SPSS data definition files (.sas and .sps files). Some codebooks exclude this.

Line 3 - COLUMNS. Columns in the ASCII data file (.dat file).

Line 4 - CHARACTER OR NUMERIC. If numeric and the variable is a decimal rather than integer variable, the number of decimal places is also indicated (e.g. "NUMERIC DEC 4")

Line 5 - Values which are assigned to missing by default in the Study's SAS and and SPSS data definition files (.sas and .sps files).

Line 7 - Actual question text for survey variables or a description of non-survey variables (for example, congressional district). Survey items usually include the question number (for example "Bla.") from the Study questionnaire; beginning in 1996 non-survey items also have unique item numbers (for example "CSheet.1").

Line 9 - A dashed or dotted line usually separates question text from any other documentation which follows.

Line 10- When present, annotation provided by Study staff is presented below the question text/description and preceding code values.

Lines 11-16

Code values are listed with descriptive labels. Valid codes (those not having 'missing' status in line 5) are presented first, followed by the values described in line 5. For continuous variables, one line may appear providing the range of possible values. A blank line usually separates the 'valid' and 'missing' values.

Lines 11-16

Marginals are usually provided for discrete variables. The counts may be unweighted or weighted; check the Study codebook introductory text to determine weight usage.