Version 01 Codebook

CODEBOOK INTRODUCTION FILE
1978 POST-ELECTION STUDY
(1978.TVX)

AMERICAN NATIONAL ELECTION STUDIES

1978 POST ELECTION STUDY

PRINCIPAL INVESTIGATOR

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NATIONAL ELECTION STUDIES

CENTER FOR POLITICAL STUDIES

UNIVERSITY OF MICHIGAN

ICPSR ARCHIVE NUMBER 7655
ACKNOWLEDGEMENT OF ASSISTANCE

ALL MANUSCRIPTS USING DATA MADE AVAILABLE THROUGH THE CONSORTIUM SHOULD ACKNOWLEDGE THAT FACT AS WELL AS IDENTIFY THE ORIGINAL COLLECTOR OF THE DATA. THE ICPSR COUNCIL URGES ALL USERS OF ICPSR DATA FACILITIES TO FOLLOW SOME ADAPTATION OF THIS STATEMENT WITH THE PARENTHESES INDICATING ITEMS TO BE FILLED IN APPROPRIATELY OR DELETED BY THE INDIVIDUAL USER.


IN ORDER TO PROVIDE FUNDING AGENCIES WITH ESSENTIAL INFORMATION ABOUT THE USE OF ARCHIVAL RESOURCES, AND TO FACILITATE THE EXCHANGE OF INFORMATION ABOUT ICPSR PARTICIPANTS' RESEARCH ACTIVITIES, EACH USER OF THE ICPSR DATA FACILITIES IS EXPECTED TO SEND TWO COPIES OF EACH COMPLETED MANUSCRIPT OR THESIS ABSTRACT TO THE CONSORTIUM. PLEASE INDICATE IN THE COVER LETTER WHICH DATA WERE USED.

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Note: >>>sections in the codebook introduction and codebook appendix can be navigated in the machine-readable files by searching ">>>".
ALTHOUGH FIFTEENTH IN THE SERIES, THE 1978 STUDY IS THE FIRST TO BE CONDUCTED UNDER A GRANT FROM THE NATIONAL SCIENCE FOUNDATION (GRANT #SOC77-08885) PROVIDING LONG-TERM SUPPORT FOR NATIONAL ELECTION STUDIES.

A TOTAL OF 2,304 RESPONDENTS WERE INTERVIEWED IN A SAMPLE OF 108 CONGRESSIONAL DISTRICTS AFTER THE 1978 CONGRESSIONAL ELECTIONS.


THE PERSONAL DATA SECTION CONTAINED INFORMATION ON THE RESPONDENT'S EDUCATION, OCCUPATION, AGE, SEX, MARITAL STATUS, SOCIO-ECONOMIC STATUS, ETHNIC BACKGROUND, AND RELIGIOUS AFFILIATION. PARALLEL INFORMATION ON EDUCATION AND OCCUPATION WAS ASCERTAINED FOR THE SPOUSE.

This study, with congressional districts designated as primary areas for sampling purposes. (See sampling information).

During planning for the 1978 study, members of the board of overseers were: Heinz Eulau, Chair, Stanford University; Kristi Andersen, Ohio State University; Richard F. Fenno, Jr., University of Rochester; John E. Jackson, University of Pennsylvania; Warren E. Miller, ex officio, University of Michigan; Benjamin I. Page, University of Chicago; David O. Sears, University of California-Los Angeles; J. Merrill Shanks, University of California-Berkeley; John Sprague, Washington University.

The composition of the standing committee during the planning for the 1978 study was as follows: Committee chairman, Richard F. Fenno, Jr., University of Rochester; Alan I. Abramowitz, The College of William and Mary; Morris P. Fiorina, California Institute of Technology; Barbara Hinckley, University of Wisconsin-Madison; Gary C. Jacobson, Trinity College; Thomas E. Mann, Assistant Director, American Political Science Association; David R. Mayhew, Yale University; Glenn R. Parker, Miami University; Raymond E. Wolfinger, University of California-Berkeley; Gerald C. Wright, Jr., Florida Atlantic University. Subcommittee on contextual data: Gerald C. Wright, Jr., Chair; Alan I. Abramowitz; Gary C. Jacobson; Glenn R. Parker. Subcommittee on interview design: David R. Mayhew, Chair; Morris P. Fiorina; Barbara Hinckley; Thomas E. Mann; Raymond E. Wolfinger.

Contextual Data Study

Included in the 1978 election study are "contextual" data which were collected from various sources and then added to the respondent's file. Some of these data pertain to the voting returns at the county, congressional district, and state levels for the 1972, 1976 and 1978 national elections. Others contain information on the congressional candidates and incumbents from the 108 congressional districts included in the survey. The eight contextual datasets that have been added to this ICPSR release of the 1978 election study are: 1) historical election returns (1972, 1974, and 1976), 2) the 1978 election returns, 3) incumbency characteristics, 4) candidate characteristics, 5) registration and voting records check, 6) election materials checklist, 7) media structure, and 8) federal election commission data.

The historical election returns data (Ref. Nos. 1001-1100) contain state, congressional district and county returns for the 1972 and 1976 presidential elections; state, county and congressional district returns for the 1972, 1974, and 1976 senatorial and gubernatorial elections. With the exception of the 1976 election returns at the congressional district level for the offices of president, senator, and governor, which were supplied by the Congressional Quarterly, Inc., the returns reported have been provided by the ICPSR.

The 1978 election returns data (Ref. Nos. 1101-1142) have...
INFORMATION ON THE DEMOCRATIC AND REPUBLICAN PRIMARY ELECTION WINNERS AND RUNNERS-UP AS WELL AS THE RETURNS FROM THE GENERAL ELECTION. THESE DATA INCLUDE COUNTY LEVEL PRIMARY ELECTION RETURNS FOR THE U.S. SENATE AND GOVERNORIAL RACES; CONGRESSIONAL DISTRICT PRIMARY ELECTION RETURNS FOR THE CONGRESSIONAL RACE; STATE AND COUNTY ELECTION RETURNS FOR THE SENATORIAL AND GOVERNORIAL GENERAL ELECTIONS; AND COUNTY AND CONGRESSIONAL DISTRICT RETURNS FOR THE CONGRESSIONAL ELECTIONS. THESE DATA WERE OBTAINED FROM OFFICIAL REPORTS PRODUCED BY STATE AND COUNTY ELECTION OFFICIALS.

IN THE PRIMARY ELECTION RETURNS DATA, THERE ARE RETURNS FOR THE "WINNING" AND "RUNNER-UP" CANDIDATE IN THE DEMOCRATIC AND REPUBLICAN PARTIES. GENERAL ELECTION RETURNS DATA DO NOT DISTINGUISH BETWEEN "WINNERS" AND "RUNNER-UPS." "WINNER" WAS DEFINED AS THE PERSON WHO RECEIVED THE HIGHEST TOTAL NUMBER OF VOTES FOR THE PARTY'S NOMINATION FOR THE OFFICE; "RUNNER-UP" WAS DEFINED AS THE PERSON WHO RECEIVED THE SECOND-HIGHEST TOTAL NUMBER OF VOTES FOR THE OFFICE. THUS FOR ANY ONE COUNTY THE RUNNER-UP'S VOTE (OR THAT OF SOME OTHER CANDIDATE) COULD WELL EXCEED THE WINNER'S VOTE.

ADDITIONALLY, IN CASES WHERE THERE WERE TWO STATE PRIMARIES (BECAUSE OF "RUN-OFFS") THE TOTALS FROM THE FIRST PRIMARY WERE REPORTED IN THIS DATA SET.


THE CANDIDATE CHARACTERISTICS DATA (REF. NOS. 1263-1398) APPLY TO THE DEMOCRATIC AND REPUBLICAN CANDIDATES FOR THE OFFICE OF U.S. HOUSE OF REPRESENTATIVES IN THE 1978 GENERAL
ELECTION. THESE DATA WERE OBTAINED FROM A 1978 CANDIDATE QUESTIONNAIRE THAT WAS ADMINISTERED BY CONGRESSIONAL QUARTERLY, INC. AND SENT TO ALL CANDIDATES. IF A QUESTIONNAIRE WAS NOT RETURNED OR RETURNED INCOMPLETE, OTHER SOURCES WERE USED TO RETRIEVE BIOGRAPHICAL INFORMATION FOR THE CANDIDATE. THESE ADDITIONAL SOURCES INCLUDED: CONGRESSIONAL QUARTERLY’S CANDIDATE QUESTIONNAIRES FROM A PREVIOUS ELECTION YEAR; BIOGRAPHICAL INFORMATION THAT WAS SUPPLIED BY THE CANDIDATE’S CAMPAIGN HEADQUARTERS OR THAT APPEARED IN A CONGRESSIONAL QUARTERLY WEEKLY REPORT; THE SPECIAL ELECTION ISSUE OF CONGRESSIONAL QUARTERLY’S WEEKLY REPORT ISSUED ON OCTOBER 14, 1978; AND FOR THE CANDIDATES WHO WERE INCUMBENTS, THE INCUMBENCY CHARACTERISTICS DATASET (REF. NOS. 1143-1262).

THE REGISTRATION AND VOTING RECORDS CHECK DATA (REF. NOS. 1399-1474) REPORTS THE EFFORT TO VALIDATE THE RESPONSES ABOUT REGISTRATION AND VOTING BEHAVIOR MADE BY ALL OF THE RESPONDENTS IN THE STUDY. FOR THE FIRST TIME, IN 1978 RESPONDENTS WERE ASKED NOT ONLY WHETHER THEY WERE REGISTERED TO VOTE, BUT ALSO THE ADDRESS AT WHICH THEY WERE REGISTERED. PERSONAL VISITS WERE MADE BY MEMBERS OF THE SRC FIELD STAFF DURING FEBRUARY AND MARCH, 1979 TO THE LOCAL GOVERNMENTAL OFFICES CHARGED WITH THE RESPONSIBILITY FOR MAINTAINING REGISTRATION AND VOTING RECORDS IN PLACES WHERE THE SURVEY RESPONDENTS RESIDED. TELEPHONE CALLS WERE MADE BY CPS STAFF MEMBERS TO THOSE PLACES OUTSIDE THE STUDY SAMPLE WHEN A RESPONDENT CLAIMED TO BE REGISTERED IN SUCH AN AREA. IN THE CASES OF 35 RESPONDENTS WHO DID NOT PROVIDE THE INTERVIEWERS WITH THEIR NAMES AND ANOTHER 4 RESPONDENTS WHO REPORTED BEING REGISTERED AT A DIFFERENT ADDRESS BUT WHO DID NOT PROVIDE THAT ADDRESS TO THE INTERVIEWER IT WAS IMPOSSIBLE TO PERFORM THE RECORDS CHECK.

ADDITIONALLY, THIS DATASET INCLUDES TWO GROUPS OF PRECINCT LEVEL PRIMARY AND GENERAL ELECTION RETURNS FOR THE 1978 GUBERNATORIAL, SENATORIAL AND CONGRESSIONAL ELECTION. THE FIRST SET OF RETURNS IS FOR THE PRECINCT IN WHICH THE RESPONDENT WAS INTERVIEWED. THE SECOND SET OF RETURNS IS FOR THE PRECINCT IN WHICH THE RESPONDENT WAS REGISTERED OR REPORTED BEING REGISTERED OR WOULD HAVE BEEN ABLE TO REGISTER IF HE/SHE WISHED. FOR MOST CASES THE TWO SETS OF RETURNS ARE THE SAME; THEY ONLY VARY WHEN THE RESPONDENT REPORTED BEING REGISTERED AT AN ADDRESS OTHER THAN THE ONE WHERE THE INTERVIEW WAS CONDUCTED.

THE 1978 ELECTION MATERIALS CHECKLIST (REF. NOS. 1475-1485) CONTAINS INFORMATION COLLECTED BY THE SURVEY RESEARCH CENTER STAFF AT THE SAME TIME THEY CONDUCTED THE REGISTRATION AND VOTING RECORDS CHECK. THE SRC STAFF WAS INSTRUCTED TO COLLECT A SERIES OF ITEMS PERTAINING TO THE ADMINISTRATION OF ELECTIONS IN THE LOCAL AREA. THE MATERIALS INCLUDED: SAMPLE BALLOTS, THE PRECINCT LEVEL ELECTION RETURNS AND REGISTRATION FIGURES, LISTS OF POLLING PLACES, POLL HOURS, ELECTION MAPS AND INFORMATION ABOUT REGISTERING AND VOTING. THE MATERIALS THEMSELVES ARE STORED AT THE CENTER FOR POLITICAL STUDIES IN ANN ARBOR, MICHIGAN. ANYONE MAY ASK FOR AND OBTAIN ACCESS TO THIS DATA BY VISITING THE CENTER. HOWEVER, INDIVIDUALS WHO DESIRE SUCH ACCESS SHOULD MAKE
THEIR REQUEST IN WRITING AND ALLOW ENOUGH LEAD TIME SO THE CENTER STAFF CAN PROVIDE THE NECESSARY MATERIALS, FACILITIES AND WORKSPACE.


CENSUS DATA

ALL VARIABLES THAT ARE CONTAINED IN THE PRESENT ICPSR
CONGRESSIONAL DISTRICT DATA BOOK FILE AND IN THE COUNTY AND
CITY DATA BOOK FILE (AT THE COUNTY LEVEL) ARE INCLUDED IN
THOSE SUBSETS. IT SHOULD BE NOTED, HOWEVER, THAT BECAUSE OF
CONGRESSIONAL REDISTRICTING FOLLOWING THE COLLECTION,
PROCESSING, AND ORGANIZATION OF THE CONGRESSIONAL DISTRICT
DATA BOOK FOR THE 93RD CONGRESS, CONGRESSIONAL DISTRICT
LEVEL CENSUS DATA VARIABLES WILL NOT BE AVAILABLE FOR ANY OF
THE CALIFORNIA CONGRESSIONAL DISTRICTS IN THE 1978 ELECTION
STUDY SAMPLE OR FOR THE 3RD CONGRESSIONAL DISTRICT IN TEXAS.
UPON THE COMPLETION OF THE PROCESSING OF THE
MACHINE-READABLE VERSION OF THE COUNTY AND CITY DATA BOOK,
1977 BY THE ICPSR A SUBSET SIMILAR TO THE ONE DESCRIBED
ABOVE WILL BE MADE AVAILABLE TO INTERESTED USERS.

TO PERMIT MERGING OF THESE CENSUS DATA FILES WITH THE
ELECTION STUDY SURVEY FILE, THE FILES ARE SORTED IN ASCENDING
ORDER BY INTERVIEW NUMBER (REF.NO.2) AND CONTAIN 2,304 CASES.
INDIVIDUALS INTERESTED IN ACQUIRING THESE SUPPLEMENTAL
CONTEXTUAL DATASETS SHOULD ADDRESS THEIR SPECIFIC REQUESTS
TO THE ICPSR.

>> 1978 SAMPLING INFORMATION

THE RESEARCH DESIGN CALLED FOR THE SELECTION OF ABOUT
100 CONGRESSIONAL DISTRICTS WHERE APPROXIMATELY 2500
INTERVIEWS WOULD BE CONDUCTED FOLLOWING THE 1978
CONGRESSIONAL ELECTIONS. THE DESIGN STIPULATED THAT, ON THE
AVERAGE, 25 PERSONAL INTERVIEWS WERE DESIRED FROM EACH
CONGRESSIONAL DISTRICT. CONGRESSIONAL DISTRICTS CONSTITUTED
THE PRIMARY SAMPLING AREAS. THE SAMPLE FOR THE 1978
ELECTION STUDY MET TWO OBJECTIVES:

1. A PROBABILITY SAMPLE OF UNITED STATES CITIZENS
   18 YEARS OF AGE OR OLDER WHO RESIDED IN HOUSING
   UNITS WITHIN THE 48 STATES (THE DISTRICT OF
   COLUMBIA WAS EXCLUDED) EXCLUSIVE OF HOUSING UNITS
   ON MILITARY BASES.

2. A PROBABILITY SAMPLE OF CONGRESSIONAL DISTRICTS
   IN CONTERMINOUS UNITED STATES, INCLUSIVE OF STATES
   WITH AT-LARGE-DISTRICTS.

REGION, AS DEFINED BY THE CENSUS BUREAU FOUR-FOLD
CLASSIFICATION, WAS ANOTHER VALID LEVEL OF ANALYSIS FOR THE
1978 ELECTION SAMPLE; STATE, HOWEVER, WAS NOT.

THE UNIVERSE OF 432 ELIGIBLE CONGRESSIONAL DISTRICTS
CONSTITUTED A RATHER HETEROGENEOUS COLLECTION. FOR SAMPLING
PURPOSES, THESE DISTRICTS WERE DIVIDED INTO 108 STRATA, EACH
CONTAINING FOUR CONGRESSIONAL DISTRICTS OF ROUGHLY
COMPARABLE CHARACTERISTICS THAT INCLUDED, IN SO FAR AS POSSIBLE, HOMOGENEITY WITH RESPECT TO GEOGRAPHIC REGION, STATE, URBANIZATION, AND RECENT VOTING BEHAVIOR. FROM EACH OF THE 108 STRATA, ONE DISTRICT WAS THEN SELECTED WITH PROBABILITY OF SELECTION IN PROPORTION TO THE 1975 ESTIMATED POPULATION FOR A TOTAL OF 108 DISTRICTS IN THE 1978 ELECTION STUDY SAMPLE.

ALTHOUGH EQUAL SAMPLE SIZES FROM THE 108 SAMPLE DISTRICTS WERE DESIRED, SEVERAL FACTORS WORKED AGAINST ACHIEVING SUCH EQUALITIES:

1. SOME DISTRICTS LOST 25 PERCENT OR MORE OF THEIR POPULATION SINCE THE APPORTIONMENTS MADE AFTER THE 1970 CENSUS, AND OTHER DISTRICTS MADE SUBSTANTIAL POPULATION GAINS;

2. WHILE REMARKABLE EQUALITY IN 1970 DISTRICT POPULATIONS WAS ACHIEVED WITHIN STATES, 2970 DISTRICT POPULATIONS VARIED NOTICEABLY FROM STATE TO STATE;

3. LACKING 1978 DATA ON HOUSING UNIT COUNTS BY BLOCK, SAMPLE CLUSTERS OF HOUSING UNITS MIGHT HAVE BEEN CONSIDERABLY LARGER OR SMALLER THAN THE DESIRABLE SAMPLE SIZE OF FOUR;

4. DISTRICT SAMPLE SIZE DEPENDED HEAVILY ON THE COOPERATION OF DESIGNATED RESPONDENTS, NOT ALL OF WHOM WERE WILLING TO GRANT AN INTERVIEW.

SAMPLING DISTRICTS WITH PROBABILITIES PROPORTIONATE TO 1975 ESTIMATED POPULATIONS WAS AN ATTEMPT TO COUNTERACT SHIFTS IN POPULATION SINCE 1970. HOWEVER, CREATING STRATA THAT WERE HOMOGENEOUS WITH RESPECT TO STATE CONTRIBUTED IN INEQUALITIES IN STRATA SIZES AND, CONSEQUENTLY, IN SAMPLE SIZES WHEN A SELF-WEIGHTING SAMPLE OF HOUSING WAS TO BE MAINTAINED. IN SPITE OF ALL REASONABLE EFFORTS TO locate AREAS OF MAJOR NEW CONSTRUCTION OR DEMOLITION WITHIN SAMPLE AREAS, ACHIEVEMENT WAS IMPERFECT; THESE CONDITIONS ACCOUNTED FOR SOME OF THE VARIATIONS IN DISTRICT SAMPLE SIZES.

AREAS AS MUCH AS POSSIBLE, WITH THE UNDERSTANDING, HOWEVER, THAT SUCH SELECTIONS WOULD NEVER MIRROR WITHIN-DISTRICT HETEROGENEITY OR SERVE AS A BASIS FOR DISTRICT ESTIMATES.


AT THE OVERALL SAMPLING RATE OF 1 IN 5040, APPROXIMATELY 948 CLUSTERS AVERAGING ABOUT FOUR HOUSING UNITS WERE DESIGNATED FOR THE SAMPLE. A TOTAL OF 3346 HOUSEHOLDS WERE CONTRACTED FOR PARTICIPATION IN THE STUDY. IN 2,304 OF THESE (68.9%), AN INTERVIEW WAS COMPLETED WITH THE HOUSEHOLD MEMBER DESIGNATED AS THE RESPONDENT THROUGH AN OBJECTIVE SELECTION PROCEDURE ALLOWING FOR NO SUBSTITUTIONS. REFUSALS ACCOUNTED FOR 22.6% OF THE NON-INTERVIEWS; STILL OTHER REASONS INCLUDING SICKNESS, LANGUAGE DIFFICULTIES, BEING AWAY ON VACATION, AND SO ON, ACCOUNTED FOR THE REMAINING 8.5% OF THE NON-INTERVIEWS. EIGHTEEN INTERVIEWS WERE TAKEN WITH THE WRONG RESPONDENT. ATTEMPTS WERE MADE IN EACH CASE TO OBTAIN AN INTERVIEW WITH THE CORRECT RESPONDENT. HOWEVER, THE RIGHT RESPONDENT WAS EITHER UNABLE OR UNWILLING TO BE INTERVIEWED. THESE INCORRECT RESPONDENTS DID NOT CLUSTER IN ANY DISTRICT OR WITH ANY SINGLE INTERVIEWER. THE ERRORS RESULTED FROM INCORRECT APPLICATION OF THE SELECTION TABLE AND DID NOT REPRESENT ANY ATTEMPT AT SYSTEMATIC REPLACEMENT OF RESPONDENTS. A DECISION WAS MADE TO RETAIN THE DATA AND TREAT THE PROBLEM AS RANDOM ERROR. THE SPECIFIC INTERVIEWS ARE LISTED BELOW BY INTERVIEW NUMBER AND STATE AND CONGRESSIONAL DISTRICT:

```
INTERVIEW #     STATE & CONGRESSIONAL DISTRICT
2291             NY13
2292             GA04
2293             PA24
2294             WI06
2295             TX10
2296             OH03
2297             NY03
2298             OH11
2299             NY26
2300             MO06
2301             WA03
2302             NC01
2303             NY12
2304             NJ09
2305             VA05
```
USERS WHO WISH TO EXCLUDE THE ABOVE CASES FROM ANALYSES SHOULD BE AWARE THAT THEY ARE THE LAST EIGHTEEN INTERVIEWS ON THE DATA TAPE.

>> 1978 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).

<table>
<thead>
<tr>
<th>Line</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>2</td>
<td>VAR 480026    NAME-R NOT VT-WAS R REG TO VT</td>
</tr>
<tr>
<td>3</td>
<td>COLUMNS 61 - 61</td>
</tr>
<tr>
<td>4</td>
<td>NUMERIC</td>
</tr>
<tr>
<td>5</td>
<td>MD=0 OR GE 8</td>
</tr>
<tr>
<td>6</td>
<td>Q. 17. (IF R DID NOT VOTE) WERE YOU REGISTERED (ELIGIBLE) TO VOTE.</td>
</tr>
<tr>
<td>7</td>
<td>...........................................................</td>
</tr>
<tr>
<td>8</td>
<td>82       1.  YES</td>
</tr>
<tr>
<td>9</td>
<td>149       2.  NO</td>
</tr>
<tr>
<td>10</td>
<td>0       8.  DK</td>
</tr>
<tr>
<td>11</td>
<td>9       9.  NA</td>
</tr>
<tr>
<td>12</td>
<td>422       0.  INAP., R VOTED</td>
</tr>
</tbody>
</table>

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.

>> 1978 PROCESSING INFORMATION

THIS STUDY WAS PROCESSED ACCORDING TO THE STANDARD ICPSR PROCEDURES. THE DATA WERE CHECKED FOR INCONSISTENT AND ILLEGAL CODES WHICH, WHENEVER FOUND, WERE CORRECTED BY REFERRING TO THE ORIGINAL INTERVIEW SCHEDULES.

ALL THE DICTIONARY RECORDS FOR THE SURVEY PORTION OF THIS STUDY CONTAIN THE LAST TWO DIGITS OF THE YEAR ("78") WITH THE APPROPRIATE QUESTION NUMBER IN THE FIRST SEVEN CHARACTERS OF THE VARIABLE NAME.

THE USER SHOULD BE AWARE THAT THROUGHOUT THE A SECTION, THE C SECTION, AND THE H SECTION OF THE SURVEY QUESTIONNAIRE, THERE ARE REFERENCES TO CANDIDATE NUMBERS ("CAND #") AND CANDIDATE NAME NUMBERS ("NAME "). BOTH OF THESE PHRASES REFER TO THE CANDIDATE NAME NUMBERS. FOR EXAMPLE, IN THE QUESTIONNAIRE, Q.C12F SAYS:

Q.C12F. WHERE WOULD YOU PLACE -----------------------------?
NAME #32, 34 OR 36

THE INTERVIEWER WAS INSTRUCTED TO FILL IN THE DISTRICT OR STATE CANDIDATE NAMES IN ANY BLANK SLOTS SIMILAR TO THIS ONE. A COMPREHENSIVE LIST OF THE HOUSE, SENATORIAL AND GUBERNATORIAL CANDIDATE AND INCUMBENT NAMES WAS PREPARED FOR EACH OF THE 108 DISTRICTS IN THE SAMPLE, AND THE
INTERVIEWERS USED THESE LISTS TO PRE-EDIT AND INSERT THE SPECIFIC NAMES FOR EACH DISTRICT. THESE CANDIDATE LISTS HAVE BEEN REPRODUCED IN NOTES 9, 10, AND 11 IN THE APPENDICES.

THE (NAME #) OR (CAND #) EXPRESSION GENERALLY INCLUDED MORE THAN ONE CANDIDATE NUMBER. FOR ANY GIVEN DISTRICT, HOWEVER, ONLY ONE OF TWO POSSIBILITIES WAS TRUE: 1) THERE WAS ONE AND ONLY ONE NAME IN THE DISTRICT CANDIDATE LIST THAT QUALIFIED FOR INCLUSION ON THE BASIS OF THE NUMBERS LISTED IN THE EXPRESSION; OR 2) THERE WAS NO NUMBER IN THE DISTRICT CANDIDATE LIST THAT MATCHED ANY OF THE NUMBERS IN THE EXPRESSION. AN INSTANCE OF NO MATCHING NUMBERS COULD ARISE IN THE CASE OF A QUESTION ABOUT A RETIRING INCUMBENT TO THE HOUSE OF REPRESENTATIVES IN A CONGRESSIONAL DISTRICT IN WHICH THE INCUMBENT WAS SEEKING RE-ELECTION. OR, NON-MATCHING COULD OCCUR FOR A QUESTION ABOUT THE CANDIDATE CHALLENGING THE DISTRICT INCUMBENT WHEN, IN FACT, THE INCUMBENT WAS RUNNING UNOPPOSED. INTERVIEWERS WERE INSTRUCTED TO MARK THOSE QUESTIONS INVOLVING UNMATCHED CANDIDATE NUMBERS IN THE (NAME #) OR (CAND #) EXPRESSION AS "INAPPROPRIATE." THESE CANDIDATE NAME NUMBERS WERE DELETED FROM THE TEXT OF THE QUESTIONS IN THE ICPSR CODEBOOK AND WERE SUBSTITUTED WITH APPROPRIATE PHRASES. FOR EXAMPLE, Q.A16K IN THE QUESTIONNAIRE REFERS TO "NAME #10, 13, OR 14." THE CODEBOOK DOCUMENTATION FOR Q.A16K REFERS TO THE "SENATE INCUMBENT IN THE STATE WHERE RACE HELD." A REFERENCE TO NOTE 8 (CANDIDATE LIST), PROVIDES THE LINK BETWEEN THE CANDIDATE NUMBERS IN THE QUESTIONNAIRE AND THE VERBAL DESCRIPTIONS IN THE CODEBOOK DOCUMENTATION. ALTHOUGH THE CANDIDATE LIST, USED IN CONJUNCTION WITH THE CODEBOOK, SHOULD BE SUFFICIENT DOCUMENTATION FOR EACH VARIABLE AFFECTED, IT MAY BE NECESSARY FOR THE USER TO REFER TO THE QUESTIONNAIRE FOR FURTHER CLARIFICATION OF THE TYPES OF CANDIDATES BEING REFERENCED IN EACH CASE.


SOME OF THE VARIABLES IN THE SURVEY AND CONTEXTUAL PORTIONS OF THE STUDY WERE RECODED TO YIELD INFORMATION AT THE DEMOCRATIC, REPUBLICAN, INCUMBENT AND NON-INCUMBENT LEVELS. THE VARIABLE NUMBERS ASSIGNED TO THESE RECODED VARIABLES ARE IN THE "2000" SERIES.

THIS STUDY WAS PROCESSED BY A TEAM OF DATA PROCESSORS -- C. GAYE BURPEE, STEVE WINEBERG, MARGARETH MILLER, GINGER MAGGIO, AND WENDELL WILLACY.

>> 1978 FREQUENCIES INFORMATION


FREQUENCIES HAVE NOT BEEN INCLUDED FOR THE CONTEXTUAL PORTION OF THE DATA (REF. NOS. 1001-1541).

>> 1978 VARIABLE DESCRIPTION LIST

<table>
<thead>
<tr>
<th>VARIABLE</th>
<th>VARIABLE LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>---------</td>
<td>---------------</td>
</tr>
</tbody>
</table>
VERSION NES VERSION NUMBER
DSETNO NES DATASET NUMBER
780001 ICPSR ARCHIVE NUMBER
780002 INTERVIEW NUMBER
...... ...there is no variable 780003

TYPE OF POLITICAL RACE

780004 TYPE OF RACE - HOUSE OF REPRESENTATIVES
780005 TYPE OF RACE - SENATE
780006 POLITICAL PARTY OF THE INCUMBENT SENATOR
780007 TYPE OF RACE - GOVERNOR
780008 STATE AND CONGRESSIONAL DISTRICT CODE

STUDY PROCEDURE & SAMPLING INFORMATION

780009 PRIMARY AREA CODE
780010 STATE OF INTERVIEW CODE (ALPHABETIC)
780011 CONGRESSIONAL DISTRICT CODE
780012 ICPSR STATE CODE
780013 ICPSR STATE AND COUNTY CODE
780014 REGION OF INTERVIEW CODE
780015 FIPS STATE CODE
780016 FIPS STATE AND COUNTY CODE
780017 SEGMENT IDENTIFICATION NUMBER
780018 1970 CENSUS TRACT NUMBER
780019 1970 CENSUS ENUMERATION DISTRICT FOR UNTRACTED AREAS
780020 1970 CENSUS MINOR CIVIL DIVISION (MCD) CODE FOR PLACE OF INTERVIEW
780021 1970 CENSUS PLACE CODE FOR PLACE OF INTERVIEW
780022 SIZE OF PLACE OF INTERVIEW
780023 ACTUAL POPULATION OF INTERVIEW PLACE
780024 DISTANCE FROM PLACE OF INTERVIEW TO CENTER OF CITY OF NEAREST SMSA
780025 DISTANCE FROM PLACE OF INTERVIEW TO CENTER OF CENTRAL CITY OF NEAREST SMSA WHICH HAS AT LEAST ONE CITY OF 350,000 OR OVER
780026 BELT CODE
780027 QUARTER SAMPLE CODE
780028 CODER IDENTIFICATION NUMBER
780029 INTERVIEWER IDENTIFICATION NUMBER
780030 DATE OF INTERVIEW
780031 LENGTH OF INTERVIEW
780032 LENGTH OF INTERVIEWER'S PRE-EDITING
780033 LENGTH OF INTERVIEWER'S POST-EDITING

STUDY PROCEDURE & SAMPLING INFORMATION (CONTINUED)

780034 WAS A PERSUASION LETTER SENT TO THE RESPONDENT
780035 NUMBER OF INTERVIEWER CALLS TO RESPONDENT'S HOUSING UNIT
780036 TOTAL NUMBER OF PEOPLE IN RESPONDENT'S HOUSEHOLD
780037 NUMBER OF ADULTS IN RESPONDENT'S HOUSEHOLD
780038 NUMBER OF POLITICALLY ELIGIBLE ADULTS IN RESPONDENT'S HOUSEHOLD
780039 NUMBER OF CHILDREN 5 YEARS OLD OR LESS IN RESPONDENT'S HOUSEHOLD
THE 1978 ELECTION AND THE MASS MEDIA

780043  HAS R BEEN INTERESTED IN POLITICAL CAMPAIGNS SO FAR
780044  DID R LISTEN TO CAMPAIGN RADIO PROGRAMS
780045  HOW MANY CAMPAIGN RADIO PROGRAMS DID R LISTEN TO
780046  DID R READ ABOUT THE CAMPAIGN IN ANY MAGAZINES
780047  HOW MANY MAGAZINE ARTICLES ABOUT THE CAMPAIGN DID R READ
780048  WHICH MAGAZINE DID R READ - MENTION 1
780049  TITLE OF FIRST MAGAZINE MENTIONED BY R
780050  WHICH MAGAZINE DID R READ - MENTION 2
780051  TITLE OF SECOND MAGAZINE MENTIONED BY R
780052  WHICH MAGAZINE DID R READ - MENTION 3
780053  TITLE OF THIRD MAGAZINE MENTIONED BY R
780054  WHICH MAGAZINE DID R READ THE MOST ABOUT POLITICS AND CURRENT EVENTS
780055  TITLE OF MAGAZINE R READ THE MOST ABOUT POLITICS AND CURRENT EVENTS
780056  DID R WATCH ANY CAMPAIGN TELEVISION PROGRAMS
780057  HOW MANY TV PROGRAMS ABOUT THE CAMPAIGN DID R WATCH

NEWSPAPER AS AN INFORMATION SOURCE

780058  DOES R READ A DAILY NEWSPAPER
780059  WHICH PAPER DOES R READ - MENTION 1
780060  TITLE OF NEWSPAPER - MENTION 1 (ALPHABETIC)
780061  CITY WHERE NEWSPAPER WAS PUBLISHED - MENTION 1 (ALPHABETIC)
780062  WHICH PAPER DOES R READ - MENTION 2
780063  TITLE OF NEWSPAPER - MENTION 2 (ALPHABETIC)
780064  CITY WHERE NEWSPAPER WAS PUBLISHED - MENTION 2 (ALPHABETIC)
780065  WHICH PAPER DOES R READ - MENTION 3
780066  TITLE OF NEWSPAPER - MENTION 3 (ALPHABETIC)
780067  CITY WHERE NEWSPAPER WAS PUBLISHED - MENTION 3 (ALPHABETIC)
780068  INTERVIEWER CHECKPOINT - NUMBER OF NEWSPAPERS R MENTIONED
780069  LOCAL PAPER R READS MOST FOR POLITICAL AND CURRENT EVENTS
780070  TITLE OF NEWSPAPER MOST READ BY R (ALPHABETIC)
780071  CITY WHERE MOST READ NEWSPAPER WAS PUBLISHED (ALPHABETIC)
780072  DID R READ ABOUT CAMPAIGN IN ANY NEWSPAPER
780073  NUMBER ARTICLES R READ ABOUT CAMPAIGN FOR HOUSE OF REPRESENTATIVES
780074  NEWSPAPER WITH CAMPAIGN ARTICLES - MENTION 1

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RATING OF CARTER'S PERFORMANCE

780080 R RATES PRESIDENT CARTER
780081 REASON FOR RATING CARTER - RESPONSE 1
780082 REASON FOR RATING CARTER - RESPONSE 2
780083 REASON FOR RATING CARTER - RESPONSE 3
780084 REASON FOR RATING CARTER - RESPONSE 4

RATING OF CONGRESS' PERFORMANCE

780085 R RATES U.S. CONGRESS
780086 REASON FOR RATING U.S. CONGRESS - RESPONSE 1
780087 REASON FOR RATING U.S. CONGRESS - RESPONSE 2
780088 REASON FOR RATING U.S. CONGRESS - RESPONSE 3
780089 REASON FOR RATING U.S. CONGRESS - RESPONSE 4

EVALUATION OF PARTIES

780090 IS THERE ANYTHING R LIKES ABOUT DEMOCRATIC PARTY
780091 WHAT R LIKES ABOUT DEMOCRATIC PARTY - MENTION 1
780092 WHAT R LIKES ABOUT DEMOCRATIC PARTY - MENTION 2
780093 WHAT R LIKES ABOUT DEMOCRATIC PARTY - MENTION 3
780094 WHAT R LIKES ABOUT DEMOCRATIC PARTY - MENTION 4
780095 WHAT R LIKES ABOUT DEMOCRATIC PARTY - MENTION 5
780096 IS THERE ANYTHING R DISLIKES ABOUT DEMOCRATIC PARTY

780097 WHAT R DISLIKES ABOUT DEMOCRATIC PARTY - MENTION 1
780098 WHAT R DISLIKES ABOUT DEMOCRATIC PARTY - MENTION 2
780099 WHAT R DISLIKES ABOUT DEMOCRATIC PARTY - MENTION 3
780100 WHAT R DISLIKES ABOUT DEMOCRATIC PARTY - MENTION 4
780101 WHAT R DISLIKES ABOUT DEMOCRATIC PARTY - MENTION 5
780102 IS THERE ANYTHING R LIKES ABOUT REPUBLICAN PARTY

780103 WHAT R LIKES ABOUT REPUBLICAN PARTY - MENTION 1
780104 WHAT R LIKES ABOUT REPUBLICAN PARTY - MENTION 2
780105 WHAT R LIKES ABOUT REPUBLICAN PARTY - MENTION 3
780106 WHAT R LIKES ABOUT REPUBLICAN PARTY - MENTION 4
780107 WHAT R LIKES ABOUT REPUBLICAN PARTY - MENTION 5
780108 IS THERE ANYTHING R DISLIKES ABOUT REPUBLICAN PARTY

780109 WHAT R DISLIKES ABOUT REPUBLICAN PARTY - MENTION 1
780110 WHAT R DISLIKES ABOUT REPUBLICAN PARTY - MENTION 2
780111 WHAT R DISLIKES ABOUT REPUBLICAN PARTY - MENTION 3
780112 WHAT R DISLIKES ABOUT REPUBLICAN PARTY - MENTION 4
780113 WHAT R DISLIKES ABOUT REPUBLICAN PARTY - MENTION 5
CONGRESSIONAL CAMPAIGN

780114 DOES R CARE HOW CONGRESSIONAL ELECTIONS COME OUT
780115 DOES R REMEMBER THE CONGRESSIONAL CANDIDATES
780116 WHO WERE THE CONGRESSIONAL CANDIDATES - MENTION 1
780117 FROM WHICH PARTY WERE THE CANDIDATES - CANDIDATE 1
780118 DID RESPONDENT CORRECTLY IDENTIFY CONGRESSIONAL CANDIDATE'S NAME AND PARTY - CANDIDATE 1
780119 WHO WERE THE CONGRESSIONAL CANDIDATES - MENTION 2
780120 FROM WHICH PARTY WERE THE CANDIDATES - CANDIDATE 2
780121 DID RESPONDENT CORRECTLY IDENTIFY CONGRESSIONAL CANDIDATE'S NAME AND PARTY - CANDIDATE 2
780122 WHO WERE THE CONGRESSIONAL CANDIDATES - MENTION 3
780123 FROM WHICH PARTY WERE THE CANDIDATES - CANDIDATE 3
780124 DID RESPONDENT CORRECTLY IDENTIFY CONGRESSIONAL CANDIDATE'S NAME AND PARTY - CANDIDATE 3

SENIORIAL CAMPAIGN

780125 INTERVIEWER CHECKPOINT: SENATE RACE IN STATE
780126 DOES R REMEMBER THE SENATORIAL CANDIDATES
780127 WHO WERE THE SENATORIAL CANDIDATES - MENTION 1
780128 FROM WHICH PARTY WERE THE CANDIDATES - CANDIDATE 1
780129 DID RESPONDENT CORRECTLY IDENTIFY SENATE CANDIDATE'S NAME AND PARTY - CANDIDATE 1
780130 WHO WERE THE SENATORIAL CANDIDATES - MENTION 2
780131 FROM WHICH PARTY WERE THE CANDIDATES - CANDIDATE 2
780132 DID RESPONDENT CORRECTLY IDENTIFY SENATE CANDIDATE'S NAME AND PARTY - CANDIDATE 2
780133 WHO WERE THE SENATORIAL CANDIDATES - MENTION 3
780134 FROM WHICH PARTY WERE THE CANDIDATES - CANDIDATE 3
780135 DID RESPONDENT CORRECTLY IDENTIFY SENATE CANDIDATE'S NAME AND PARTY - CANDIDATE 3

"FEELING THERMOMETER" - POLITICAL/MEDIA FIGURES

780136 FEELING THERMOMETER - GEORGE WALLACE
780137 FEELING THERMOMETER - JIMMY CARTER
780138 FEELING THERMOMETER - GERALD FORD
780139 FEELING THERMOMETER - RONALD REAGAN
780140 FEELING THERMOMETER - EDWARD "TED" KENNEDY
780141 FEELING THERMOMETER - "JERRY" BROWN, JR.
780142 FEELING THERMOMETER - RICHARD NIXON
780143 FEELING THERMOMETER - WALTER "FRITZ" MONDALE
780144 FEELING THERMOMETER - RALPH NADER
780145 FEELING THERMOMETER - SENATE INCUMBENT
780146 FEELING THERMOMETER - SENATE DEMOCRATIC CANDIDATE

CONGRESSIONAL CAMPAIGN (CONTINUED)

780147 FEELING THERMOMETER - SENATE REPUBLICAN CANDIDATE
780148 FEELING THERMOMETER - 1ST SENATE INCUMBENT
780149 FEELING THERMOMETER - 2ND SENATE INCUMBENT
780150 FEELING THERMOMETER - HOUSE INCUMBENT
780151 FEELING THERMOMETER - HOUSE DEMOCRATIC CANDIDATE
HOUSE OF REPRESENTATIVES CAMPAIGN

780160 IS THERE ANYTHING R LIKES ABOUT DEMOCRATIC CANDIDATE FOR THE HOUSE OF REPRESENTATIVES
780161 WHAT R LIKES ABOUT U.S. HOUSE DEMOCRATIC CANDIDATE - RESPONSE 1
780162 WHAT R LIKES ABOUT U.S. HOUSE DEMOCRATIC CANDIDATE - RESPONSE 2
780163 WHAT R LIKES ABOUT U.S. HOUSE DEMOCRATIC CANDIDATE - RESPONSE 3
780164 WHAT R LIKES ABOUT U.S. HOUSE DEMOCRATIC CANDIDATE - RESPONSE 4
780165 IS THERE ANYTHING R DISLIKES ABOUT DEMOCRATIC CANDIDATE FOR THE HOUSE OF REPRESENTATIVES
780166 WHAT R DISLIKES ABOUT U.S. HOUSE DEMOCRATIC CANDIDATE - RESPONSE 1
780167 WHAT R DISLIKES ABOUT U.S. HOUSE DEMOCRATIC CANDIDATE - RESPONSE 2
780168 WHAT R DISLIKES ABOUT U.S. HOUSE DEMOCRATIC CANDIDATE - RESPONSE 3
780169 WHAT R DISLIKES ABOUT U.S. HOUSE DEMOCRATIC CANDIDATE - RESPONSE 4
780170 IS THERE ANYTHING R LIKES ABOUT REPUBLICAN CANDIDATE FOR THE HOUSE OF REPRESENTATIVES
780171 WHAT R LIKES ABOUT U.S. HOUSE REPUBLICAN CANDIDATE - RESPONSE 1
780172 WHAT R LIKES ABOUT U.S. HOUSE REPUBLICAN CANDIDATE - RESPONSE 2
780173 WHAT R LIKES ABOUT U.S. HOUSE REPUBLICAN CANDIDATE - RESPONSE 3
780174 WHAT R LIKES ABOUT U.S. HOUSE REPUBLICAN CANDIDATE - RESPONSE 4
780175 IS THERE ANYTHING R DISLIKES ABOUT REPUBLICAN CANDIDATE FOR THE HOUSE OF REPRESENTATIVES
780176 WHAT R DISLIKES ABOUT U.S. HOUSE REPUBLICAN CANDIDATE - RESPONSE 1
780177 WHAT R DISLIKES ABOUT U.S. HOUSE REPUBLICAN CANDIDATE - RESPONSE 2
780178 WHAT R DISLIKES ABOUT U.S. HOUSE REPUBLICAN CANDIDATE - RESPONSE 3
780179 WHAT R DISLIKES ABOUT U.S. HOUSE REPUBLICAN CANDIDATE - RESPONSE 4
780180 WAS EITHER CANDIDATE ALREADY IN CONGRESS
780181 WHICH CANDIDATE WAS ALREADY IN CONGRESS
MOST IMPORTANT ISSUE IN HOUSE RACE

780182 WHAT IS THE MOST IMPORTANT ISSUE IN THE CAMPAIGN FOR U.S. HOUSE OF REPRESENTATIVES
780183 HOW IMPORTANT IS THIS ISSUE TO R
780184 DID R PREFER ONE OF THE CANDIDATES BECAUSE OF THIS ISSUE
780185 WHICH CANDIDATE DID R PREFER

R'S CONTACT WITH U.S. HOUSE INCUMBENT

780186 DID R HAVE ANY CONTACT WITH U.S. HOUSE INCUMBENT
780187 DID R MEET U.S. HOUSE INCUMBENT PERSONALLY
780188 DID R ATTEND MEETING/GATHERING WHERE U.S. HOUSE INCUMBENT SPOKE
780189 DID R TALK WITH U.S. HOUSE INCUMBENT STAFF/OFFICE
780190 DID R RECEIVE SOMETHING IN MAIL FROM U.S. HOUSE
780191 DID R READ ABOUT U.S. HOUSE INCUMBENT IN NEWSPAPER/MAGAZINE
780192 DID R HEAR U.S. HOUSE INCUMBENT ON RADIO
780193 DID R SEE U.S. HOUSE INCUMBENT ON T.V.
780194 R HAD CONTACT WITH U.S. HOUSE INCUMBENT IN NONE OF THESE WAYS
780195 DOES R KNOW ANYONE ELSE WHO HAD CONTACT WITH U.S. HOUSE INCUMBENT

780196 INTERVIEWER CHECKPOINT - CAMPAIGN FOR HOUSE OF REPRESENTATIVES

R'S CONTACT WITH U.S. HOUSE CANDIDATE

780197 DID R HAVE ANY CONTACT WITH U.S. HOUSE CANDIDATE
780198 DID R MEET U.S. HOUSE CANDIDATE PERSONALLY
780199 DID R ATTEND MEETING/GATHERING WHERE U.S. HOUSE CANDIDATE SPOKE
780200 DID R TALK WITH U.S. HOUSE CANDIDATE STAFF/OFFICE
780201 DID R RECEIVE SOMETHING IN MAIL FROM U.S. HOUSE CANDIDATE
780202 DID R READ ABOUT U.S. HOUSE CANDIDATE IN NEWSPAPER/MAGAZINE
780203 DID R HEAR U.S. HOUSE CANDIDATE ON RADIO
780204 DID R SEE U.S. HOUSE CANDIDATE ON T.V.
780205 R HAD CONTACT WITH U.S. HOUSE CANDIDATE IN NONE OF THESE WAYS
780206 DOES R KNOW ANYONE ELSE WHO HAD CONTACT WITH U.S. HOUSE CANDIDATE

R'S CONTACT WITH U.S. HOUSE DEMOCRATIC CANDIDATE

780207 DID R HAVE ANY CONTACT WITH U.S. HOUSE DEMOCRATIC CANDIDATE
780208 DID R MEET U.S. HOUSE DEMOCRATIC CANDIDATE

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PERSONALLY
780209  DID R ATTEND MEETING/GATHERING WHERE U.S. HOUSE DEMOCRATIC CANDIDATE SPOKE
780210  DID R TALK WITH U.S. HOUSE DEMOCRATIC CANDIDATE'S STAFF/OFFICE
780211  DID R RECEIVE SOMETHING IN MAIL FROM U.S. HOUSE DEMOCRATIC CANDIDATE
780212  DID R READ ABOUT U.S. HOUSE DEMOCRATIC CANDIDATE IN NEWSPAPER/MAGAZINE
780213  DID R HEAR U.S. HOUSE DEMOCRATIC CANDIDATE ON RADIO
780214  DID R SEE U.S. HOUSE DEMOCRATIC CANDIDATE ON T.V.
780215  R HAD CONTACT WITH U.S. HOUSE DEMOCRATIC CANDIDATE IN NONE OF THESE WAYS
780216  DOES R KNOW ANYONE ELSE WHO HAD CONTACT WITH U.S. HOUSE DEMOCRATIC CANDIDATE

R'S CONTACT WITH U.S. HOUSE REPUBLICAN CANDIDATE
780217  DID R HAVE ANY CONTACT WITH U.S. HOUSE REPUBLICAN CANDIDATE
780218  DID R MEET U.S. HOUSE REPUBLICAN CANDIDATE PERSONALLY
780219  DID R ATTEND MEETING/GATHERING WHERE U.S. HOUSE REPUBLICAN CANDIDATE SPOKE
780220  DID R TALK WITH U.S. HOUSE REPUBLICAN CANDIDATE'S STAFF/OFFICE
780221  DID R RECEIVE SOMETHING IN MAIL FROM U.S. HOUSE REPUBLICAN CANDIDATE
780222  DID R READ ABOUT U.S. HOUSE REPUBLICAN CANDIDATE IN NEWSPAPER/MAGAZINE
780223  DID R HEAR U.S. HOUSE REPUBLICAN CANDIDATE ON RADIO
780224  DID R SEE U.S. HOUSE REPUBLICAN CANDIDATE ON T.V.
780225  R HAD CONTACT WITH U.S. REPUBLICAN CANDIDATE IN NONE OF THESE WAYS
780226  DOES R KNOW ANYONE ELSE WHO HAD CONTACT WITH U.S. HOUSE REPUBLICAN CANDIDATE

HAS R OR R'S FAMILY/FRIENDS EVER CONTACTED U.S. HOUSE INCUMBENT
780227  DID R OR FAMILY MEMBER EVER CONTACT U.S. HOUSE INCUMBENT/OFFICE
780228  REASON FOR CONTACT WITH HOUSE INCUMBENT - TO EXPRESS OPINION
780229  REASONS FOR CONTACT WITH HOUSE INCUMBENT - TO SEEK INFORMATION
780230  REASON FOR CONTACT WITH HOUSE INCUMBENT - TO SEEK HELP WITH PROBLEM
780231  DID R GET RESPONSE FROM HOUSE INCUMBENT/OFFICE
780232  HOW SATISFIED WAS R WITH RESPONSE FROM INCUMBENT
780233  DOES R KNOW ANYONE ELSE WHO HAD CONTACT WITH U.S. HOUSE INCUMBENT
780234  DID THIS PERSON/GROUP GET A RESPONSE FROM INCUMBENT

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780235 WAS THIS PERSON/GROUP SATISFIED WITH RESPONSE FROM INCUMBENT
780236 IF R HAD ANOTHER/A PROBLEM WOULD HOUSE INCUMBENT HELP WITH PROBLEM
780237 DOES R REMEMBER ANYTHING SPECIAL DONE BY HOUSE INCUMBENT WHILE IN CONGRESS
780238 WHAT WAS DONE BY INCUMBENT - RESPONSE 1
780239 WHAT WAS DONE BY INCUMBENT - RESPONSE 2
780240 R'S OPINION OF REPRESENTATIVES VOTING
780241 DOES R AGREE/DISAGREE WITH HOUSE INCUMBENTS' VOTES ON BILLS IN WASHINGTON
780242 DOES R REMEMBER PARTICULAR BILL HOUSE INCUMBENT VOTED ON
780243 HOW IMPORTANT WAS THIS PARTICULAR BILL TO R
780244 WHAT WAS THIS PARTICULAR BILL
780245 U.S. HOUSE INCUMBENT GENERAL PERFORMANCE RATING
780246 SHOULD HOUSE REPRESENTATIVE VOTE OWN OR CONSTITUENTS' FEELINGS
780247 SHOULD HOUSE REPRESENTATIVE SUPPORT PARTY/OWN VOTE

MOST IMPORTANT ACTIVITIES OF HOUSE OF REPRESENTATIVES
780248 1ST MOST IMPORTANT ACTIVITY OF HOUSE OF REPRESENTATIVES
780249 2ND MOST IMPORTANT ACTIVITY OF HOUSE OF REPRESENTATIVES
780250 3RD MOST IMPORTANT ACTIVITY OF HOUSE OF REPRESENTATIVES
780251 4TH MOST IMPORTANT ACTIVITY OF HOUSE OF REPRESENTATIVES
780252 5TH MOST IMPORTANT ACTIVITY OF HOUSE OF REPRESENTATIVES
780253 R THINKS ALL OR NONE OF THESE ACTIVITIES ARE IMPORTANT OR DOESN'T KNOW

R'S CONTACT WITH U.S. SENATE INCUMBENT
780254 INTERVIEWER CHECKPOINT - CAMPAIGN FOR SENATE
780255 WAS EITHER CANDIDATE ALREADY IN SENATE
780256 WHICH CANDIDATE WAS ALREADY IN SENATE
780257 DID R HAVE ANY CONTACT WITH U.S. SENATE INCUMBENT
780258 DID R MEET U.S. SENATE INCUMBENT PERSONALLY
780259 DID R ATTEND MEETING/GATHERING WHERE U.S. SENATE INCUMBENT SPOKE
780260 DID R TALK WITH SENATE INCUMBENT STAFF/OFFICE
780261 DID R RECEIVE SOMETHING IN MAIL FROM U.S. SENATE INCUMBENT
780262 DID R READ ABOUT U.S. SENATE INCUMBENT IN NEWSPAPER/MAGAZINE
780263 DID R HEAR U.S. SENATE INCUMBENT ON RADIO
780264 DID R SEE U.S. SENATE INCUMBENT ON T.V.
780265 R HAD CONTACT WITH U.S. SENATE INCUMBENT IN NONE OF
THESE WAYS

R'S CONTACT WITH U.S. SENATE CANDIDATE
WHERE INCUMBENT IS RUNNING

780266 DID R HAVE ANY CONTACT WITH U.S. SENATE CANDIDATE
780267 DID R MEET U.S. SENATE CANDIDATE PERSONALLY
780268 DID R ATTEND MEETING/GATHERING WHERE U.S. SENATE
CANDIDATE SPOKE
780269 DID R TALK WITH SENATE CANDIDATE STAFF/OFFICE
780270 DID R RECEIVE SOMETHING IN MAIL FROM U.S. SENATE
CANDIDATE
780271 DID R READ ABOUT U.S. SENATE CANDIDATE IN
NEWSPAPER/MAGAZINE
780272 DID R HEAR U.S. SENATE CANDIDATE ON RADIO
780273 DID R SEE U.S. SENATE CANDIDATE ON T.V.
780274 R HAD CONTACT WITH U.S SENATE CANDIDATE IN NONE
OF THESE WAYS

R'S CONTACT WITH RETIRING U.S. SENATE
CANDIDATE WHERE INCUMBENT IS NOT RUNNING

780275 WAS EITHER CANDIDATE ALREADY IN U.S. SENATE
780276 WHICH CANDIDATE WAS ALREADY IN U.S. SENATE
780277 DID R HAVE ANY CONTACT WITH RETIRING SENATE
INCUMBENT
780278 DID R MEET RETIRING SENATE INCUMBENT PERSONALLY
780279 DID R ATTEND MEETING/GATHERING WHERE RETIRING
SENATE INCUMBENT SPOKE
780280 DID R TALK WITH SENATE INCUMBENT'S STAFF/OFFICE
780281 DID R RECEIVE SOMETHING IN MAIL FROM RETIRING
SENATE INCUMBENT
780282 DID R READ ABOUT RETIRING SENATE INCUMBENT IN
NEWSPAPER/MAGAZINE
780283 DID R HEAR RETIRING SENATE INCUMBENT ON RADIO
780284 DID R SEE RETIRING SENATE INCUMBENT ON T.V.
780285 R HAD CONTACT WITH RETIRING SENATE INCUMBENT IN
NONE OF THESE WAYS

R'S CONTACT WITH DEMOCRATIC SENATE
CANDIDATE WHERE INCUMBENT IS NOT RUNNING

780286 DID R HAVE ANY CONTACT WITH SENATE DEMOCRATIC
CANDIDATE
780287 DID R MEET SENATE DEMOCRATIC CANDIDATE PERSONALLY
780288 DID R ATTEND MEETING/GATHERING WHERE SENATE
DEMOCRATIC CANDIDATE SPOKE
780289 DID R TALK WITH SENATE DEMOCRATIC CANDIDATE'S
STAFF/OFFICE
780290 DID R RECEIVE SOMETHING IN MAIL FROM SENATE
DEMOCRATIC CANDIDATE
780291 DID R READ ABOUT SENATE DEMOCRATIC CANDIDATE
IN NEWSPAPER/MAGAZINE
780292 DID R HEAR SENATE DEMOCRATIC CANDIDATE ON RADIO
780293 DID R SEE SENATE DEMOCRATIC CANDIDATE ON T.V.
780294 R HAD CONTACT WITH SENATE DEMOCRATIC CANDIDATE IN
NONE OF THESE WAYS

R'S CONTACT WITH REPUBLICAN SENATE CANDIDATE WHERE INCUMBENT IS NOT RUNNING

780295  DID R HAVE ANY CONTACT WITH SENATE REPUBLICAN CANDIDATE
780296  DID R MEET SENATE REPUBLICAN CANDIDATE PERSONALLY
780297  DID R ATTEND MEETING/GATHERING WHERE SENATE REPUBLICAN CANDIDATE SPOKE
780298  DID R TALK WITH SENATE REPUBLICAN CANDIDATE'S STAFF/OFFICE
780299  DID R RECEIVE SOMETHING IN MAIL FROM SENATE REPUBLICAN CANDIDATE
780300  DID R READ ABOUT SENATE REPUBLICAN CANDIDATE IN NEWSPAPER/MAGAZINE
780301  DID R HEAR SENATE REPUBLICAN CANDIDATE ON RADIO
780302  DID R SEE SENATE REPUBLICAN CANDIDATE ON T.V.
780303  R HAD CONTACT WITH SENATE REPUBLICAN CANDIDATE IN NONE OF THESE WAYS

SENATE ACTIVITIES

780304  1ST MOST IMPORTANT ACTIVITY IN THE SENATE
780305  2ND MOST IMPORTANT ACTIVITY IN THE SENATE
780306  3RD MOST IMPORTANT ACTIVITY IN THE SENATE
780307  4TH MOST IMPORTANT ACTIVITY IN THE SENATE
780308  5TH MOST IMPORTANT ACTIVITY IN THE SENATE
780309  R THINKS ALL OR NONE OF ACTIVITIES ARE IMPORTANT

IMPORTANT NATIONAL PROBLEMS

780310  DOES R FOLLOW POLITICS
780311  IMPORTANT NATIONAL PROBLEM - 1ST RESPONSE
780312  IMPORTANT NATIONAL PROBLEM - 2ND RESPONSE
780313  IMPORTANT NATIONAL PROBLEM - 3RD RESPONSE
780314  INTERVIEWER CHECKPOINT: HAS R MENTIONED ANY PROBLEMS
780315  WHAT IS THE MOST IMPORTANT NATIONAL PROBLEM
780316  HOW GOOD A JOB IS GOVERNMENT DOING IN DEALING WITH THIS PROBLEM
780317  WHICH PARTY WOULD GET GOVERNMENT TO DEAL WITH PROBLEM
780318  IS THERE A DIFFERENCE IN HOW HOUSE CANDIDATES WOULD HANDLE THIS PROBLEM
780319  WHICH HOUSE CANDIDATE WOULD DO A BETTER JOB
780320  WHICH HAS MOST SAY WHAT GOVERNMENT DOES - CONGRESS/PRESIDENT

R'S PERSONAL FINANCIAL SITUATION

780321  DOES R FEEL BETTER OFF FINANCIALLY THAN A YEAR AGO
WILL R BE BETTER OFF FINANCIALLY A YEAR FROM NOW

EMPLOYMENT PROBLEMS - R ONLY

DID R HAVE WORKING HOURS REDUCED
DID R HAVE TO CHANGE SHIFTS
DID R HAVE TO TAKE A PAY CUT
DID R HAVE TO TAKE A JOB BELOW QUALIFICATIONS
WAS R TEMPORARILY LAID OFF
WAS R UNEMPLOYED OR LOST JOB
R WAS NOT AFFECTED BY EMPLOYMENT PROBLEMS

INTERVIEWER CHECKPOINT - DOES R LIVE WITH OTHER
FAMILY MEMBERS AGE 14 OR OLDER

EMPLOYMENT PROBLEMS - R’S FAMILY MEMBER(S)

DID FAMILY MEMBER(S) HAVE WORKING HOURS REDUCED
DID FAMILY MEMBER(S) HAVE TO CHANGE SHIFTS
DID FAMILY MEMBER(S) HAVE TO TAKE A PAY CUT
DID FAMILY MEMBER(S) HAVE TO TAKE A JOB BELOW QUALIFICATIONS
WAS FAMILY MEMBER(S) TEMPORARILY LAID OFF
WAS FAMILY MEMBER(S) UNEMPLOYED OR LOST JOB
FAMILY MEMBER(S) NOT AFFECTED BY EMPLOYMENT PROBLEMS

BUSINESS CONDITIONS

ARE BUSINESS CONDITIONS BETTER NOW THAN A YEAR AGO
WILL BUSINESS CONDITIONS BE BETTER A YEAR FROM NOW

UNEMPLOYMENT, INFLATION, & GOVERNMENT POLICY

HAS THE GOVERNMENT BEEN DOING A GOOD JOB WITH ITS INFLATION POLICY

WHICH PARTY CAN BEST HANDLE INFLATION PROBLEMS
WHICH HAS MOST SAY ABOUT HANDLING INFLATION - CONGRESS/PRESIDENT
HAS THE GOVERNMENT BEEN DOING A GOOD JOB WITH ITS UNEMPLOYMENT POLICY

WHICH PARTY CAN BEST HANDLE UNEMPLOYMENT PROBLEMS
WHICH HAS MOST SAY ABOUT HANDLING UNEMPLOYMENT - CONGRESS/PRESIDENT

CYNICISM AND TRUST IN GOVERNMENT

DO PEOPLE IN GOVERNMENT WASTE A LOT OF TAX MONEY
HOW MUCH CAN R TRUST GOVERNMENT TO DO RIGHT
IS GOVERNMENT RUN FOR THE BENEFIT OF ALL OR A FEW
DO GOVERNMENT OFFICIALS USUALLY KNOW WHAT THEY'RE DOING
ARE MANY GOVERNMENT OFFICIALS CROOKED

POLITICAL EFFICACY
DO PEOPLE LIKE R HAVE ANY SAY IN WHAT GOVERNMENT DOES

IS VOTING THE ONLY WAY PEOPLE LIKE R HAVE A SAY

IS POLITICS TOO COMPLICATED FOR R TO UNDERSTAND

DO OFFICIALS CARE WHAT PEOPLE LIKE R THINK

DO CONGRESSMEN LOSE TOUCH WITH PEOPLE QUICKLY

ARE PARTIES INTERESTED IN PEOPLE'S VOTES, NOT OPINIONS

GOVERNMENT GUARANTEED JOB & LIVING STANDARD SCALE

R'S POSITION ON GUARANTEED JOB AND LIVING STANDARD SCALE

JIMMY CARTER'S POSITION ON GUARANTEED JOB & LIVING STANDARD SCALE

DEMOCRATS' POSITION ON GUARANTEED JOB AND LIVING STANDARD SCALE

REPUBLICANS' POSITION ON GUARANTEED JOB AND LIVING STANDARD SCALE

DEMOCRATIC CANDIDATE/INCUMBENT POSITION ON GUARANTEED JOB AND LIVING STANDARD SCALE

REPUBLICAN CANDIDATE/INCUMBENT POSITION ON GUARANTEED JOB AND LIVING STANDARD SCALE

SENATE DEMOCRATIC CANDIDATE/INCUMBENT POSITION ON GUARANTEED JOB AND LIVING STANDARD SCALE

SENATE REPUBLICAN CANDIDATE/INCUMBENT POSITION ON GUARANTEED JOB AND LIVING STANDARD SCALE

RIGHTS OF THE ACCUSED SCALE

R'S POSITION ON RIGHTS OF THE ACCUSED SCALE

CARTER'S POSITION ON RIGHTS OF THE ACCUSED SCALE

DEMOCRATS' POSITION ON RIGHTS OF THE ACCUSED SCALE

REPUBLICANS' POSITION ON RIGHTS OF THE ACCUSED SCALE

DEMOCRATIC CANDIDATE/INCUMBENT POSITION ON RIGHTS OF THE ACCUSED SCALE

REPUBLICAN CANDIDATE/INCUMBENT POSITION ON RIGHTS OF THE ACCUSED SCALE

SENATE DEMOCRATIC CANDIDATE/INCUMBENT POSITION ON RIGHTS OF THE ACCUSED SCALE

SENATE REPUBLICAN CANDIDATE/INCUMBENT POSITION ON RIGHTS OF THE ACCUSED SCALE

GOVERNMENT AID TO MINORITIES SCALE

R'S POSITION ON GOVERNMENT AID TO MINORITIES SCALE

CARTER'S POSITION ON GOVERNMENT AID TO MINORITIES SCALE

DEMOCRATS' POSITION ON GOVERNMENT AID TO MINORITIES SCALE

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REPUBLICANS' POSITION ON GOVERNMENT AID TO MINORITIES SCALE

DEMOCRATIC CANDIDATE/INCUMBENT POSITION ON GOVERNMENT AID TO MINORITIES SCALE

REPUBLICAN CANDIDATE/INCUMBENT POSITION ON GOVERNMENT AID TO MINORITIES SCALE

SENATE DEMOCRATIC CANDIDATE/INCUMBENT POSITION ON GOVERNMENT AID TO MINORITIES SCALE

SENATE REPUBLICAN CANDIDATE/INCUMBENT POSITION ON GOVERNMENT AID TO MINORITIES SCALE

GOVERNMENT MEDICAL INSURANCE PLAN SCALE

R'S POSITION ON GOVERNMENT MEDICAL INSURANCE PLAN SCALE

CARTER'S POSITION ON GOVERNMENT MEDICAL INSURANCE PLAN SCALE

DEMOCRATS' POSITION ON GOVERNMENT MEDICAL INSURANCE PLAN SCALE

REPUBLICANS' POSITION ON GOVERNMENT MEDICAL INSURANCE PLAN SCALE

DEMOCRATIC CANDIDATE/INCUMBENT POSITION ON GOVERNMENT MEDICAL INSURANCE PLAN SCALE

REPUBLICAN CANDIDATE/INCUMBENT POSITION ON GOVERNMENT MEDICAL INSURANCE PLAN SCALE

SENATE DEMOCRATIC CANDIDATE/INCUMBENT POSITION ON GOVERNMENT MEDICAL INSURANCE PLAN SCALE

SENATE REPUBLICAN CANDIDATE/INCUMBENT POSITION ON GOVERNMENT MEDICAL INSURANCE PLAN SCALE

EQUAL RIGHTS FOR WOMEN SCALE

R'S POSITION ON EQUAL RIGHTS FOR WOMEN SCALE

CARTER'S POSITION ON EQUAL RIGHTS FOR WOMEN SCALE

DEMOCRATS' POSITION ON EQUAL RIGHTS FOR WOMEN SCALE

REPUBLICANS' POSITION ON EQUAL RIGHTS FOR WOMEN SCALE

MOST WOMEN'S POSITION ON EQUAL RIGHTS FOR WOMEN SCALE

MOST MEN'S POSITION ON EQUAL RIGHTS FOR WOMEN SCALE

DEMOCRATIC CANDIDATE/INCUMBENT POSITION ON EQUAL RIGHTS FOR WOMEN SCALE

REPUBLICAN CANDIDATE/INCUMBENT POSITION ON EQUAL RIGHTS FOR WOMEN SCALE

SENATE DEMOCRATIC CANDIDATE/INCUMBENT POSITION ON EQUAL RIGHTS FOR WOMEN SCALE

SENATE REPUBLICAN CANDIDATE/INCUMBENT POSITION ON EQUAL RIGHTS FOR WOMEN SCALE

LIBERAL/CONSERVATIVE VIEWS SCALE

R'S POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE

CARTER'S POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE
DEMOCRATS' POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE

REPUBLICANS' POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE

HOUSE OF REPRESENTATIVES INCUMBENT'S POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE

DEMOCRATIC CANDIDATE/INCUMBENT POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE

REPUBLICAN CANDIDATE/INCUMBENT POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE

SENATE 1ST INCUMBENT'S POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE

SENATE DEMOCRATIC CANDIDATE/INCUMBENT POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE

SENATE REPUBLICAN CANDIDATE/INCUMBENT POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE

SENATE 2ND INCUMBENT'S POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE

R'S IDEA OF LIBERAL/CONSERVATIVE VIEW

WHAT R MEANS BY LIBERAL - 1ST RESPONSE

WHAT R MEANS BY LIBERAL - 2ND RESPONSE

WHAT R MEANS BY LIBERAL - 3RD RESPONSE

WHAT R MEANS BY CONSERVATIVE - 1ST RESPONSE

WHAT R MEANS BY CONSERVATIVE - 2ND RESPONSE

WHAT R MEANS BY CONSERVATIVE - 3RD RESPONSE

GOVERNMENT/ATTENTION TO PEOPLE: "RESPONSIVENESS"

HOW MUCH DOES GOVERNMENT LISTEN TO PEOPLE

HOW MUCH DO PARTIES MAKE GOVERNMENT LISTEN

HOW MUCH DO ELECTIONS MAKE GOVERNMENT LISTEN

ARE CONGRESSMEN ATTENTIVE TO THEIR CONSTITUENCIES

EVALUATION OF CARTER/ADMINISTRATION

DOES R TRUST CARTER TO USUALLY DO WHAT IS RIGHT

IS THE CARTER ADMINISTRATION RUN FOR THE BENEFIT OF ALL OR A FEW

ATTITUDES TOWARD VOTING PROCESS: "CITIZEN DUTY"

IS IT IMPORTANT TO VOTE IF YOUR PARTY CAN'T WIN

WITH MANY OTHER PEOPLE VOTING, DOES IT MATTER IF R VOTES

IF A PERSON DOESN'T CARE ABOUT OUTCOME, SHOULD HE/SHE VOTE

ARE LOCAL ELECTIONS UNIMPORTANT

PARTY IDENTIFICATION

DOES R CONSIDER SELF A REPUBLICAN/DEMOCRAT/OTHER

STRENGTH OF REPUBLICAN/DEMOCRATIC IDENTIFICATION
DID R EVER HAVE A DIFFERENT PARTY IDENTIFICATION
R'S PREVIOUS PARTY IDENTIFICATION
(IF REPUBLICAN/DEMOCRAT) WHEN DID R CHANGE PARTY IDENTIFICATION
FORMER PARTY ALIGNMENT FOR CURRENT IDENTIFIERS -
DOES R THINK OF SELF AS CLOSER REPUBLICAN/DEMOCRATIC PARTY
SUMMARY OF R'S PARTY IDENTIFICATION AND STRENGTH
(IF INDEPENDENT/OTHER) HOW MUCH CLOSER DOES R FEEL TO ONE PARTY
(IF CLOSE TO NEITHER PARTY) DID R EVER CONSIDER SELF AS CLOSER TO DEMOCRATIC/REPUBLICAN PARTY
(IF INDEPENDENT/OTHER) DID R EVER CONSIDER SELF AS CLOSER TO OTHER PARTY
(IF INDEPENDENT/OTHER) WHEN DID R CHANGE TO PRESENT PARTY FEELINGS
FORMER PARTY ALIGNMENT FOR INDEPENDENTS - SUMMARY
WHAT WAS R'S FATHER'S PARTY AFFILIATION
WHAT WAS R'S MOTHER'S PARTY AFFILIATION

DOES R APPROVE OF CARTER'S HANDLING OF HIS JOB AS PRESIDENT
R'S INTEREST IN FEDERAL ROLE IN SCHOOL INTEGRATION
SHOULD FEDERAL GOVERNMENT ENSURE SCHOOL INTEGRATION
DOES R FAVOR SEGREGATION OR DESEGREGATION
HAS R HEARD ABOUT PROPOSITION 13
HOW R WOULD VOTE ON PROPOSITION 13
R AGREE/DISAGREE PEOPLE WITH HIGHER INCOME PAY LESS TAXES
R AGREE/DISAGREE FEDERAL TAXES NOT TOO HIGH
R AGREE/DISAGREE TAXES SHOULD BE CUT BY ONE-THIRD
R'S OPINION ON ABORTION
R'S OPINION ON PREFERENTIAL JOB TREATMENT FOR WOMEN OR MINORITY MEMBERS
DOES R APPROVE OF THE EQUAL RIGHTS AMENDMENT
R'S INTEREST IN FEDERAL GOVERNMENT POWER ISSUE
DOES R FEEL GOVERNMENT GETTING TOO POWERFUL
DOES R FEEL GOVERNMENT SHOULD BE MORE POWERFUL OR STAY THE SAME
WHICH PARTY DOES R FEEL WOULD FAVOR A MORE POWERFUL GOVERNMENT

DID R TRY TO INFLUENCE OTHER'S VOTE CHOICES
DID R ATTEND A POLITICAL MEETING
DID R WORK FOR PARTY OR CANDIDATE
DID R WEAR A BUTTON OR PUT A STICKER ON THE CAR
DID R GIVE ANY MONEY TO A POLITICAL PARTY
WHICH PARTY DID R GIVE MONEY TO
DOES R BELONG TO ANY POLITICAL GROUPS
PARTY CONTACTS WITH R DURING THE CAMPAIGN

780464 DID A POLITICAL PARTY WORKER CONTACT R DURING CAMPAIGN
780465 WHICH PARTY(S) CONTACTED R DURING CAMPAIGN
780466 ANYONE FROM NON-MAJOR PARTY CONTACT R
780467 WAS THIS CONTACT FROM CANDIDATE’S ORGANIZATION OR SOMEONE ELSE
780468 WHICH CANDIDATE DID THE CONTACT SUPPORT - 1ST RESPONSE
780469 WHICH CANDIDATE DID THE CONTACT SUPPORT - 2ND RESPONSE

R’S 1978 ELECTION VOTING BEHAVIOR

780470 DID R VOTE IN 1978 ELECTION
780471 IF R VOTED, IS R REGISTERED DEMOCRAT/REPUBLICAN/OTHER
780472 IF R VOTED, IS R REGISTERED TO VOTE AT CURRENT ADDRESS
780473 IF R VOTED, DID R VOTE FOR A HOUSE OF REPRESENTATIVES CANDIDATE
780474 WHO DID R VOTE FOR
780475 WAS R’S PREFERENCE STRONG
780476 INTERVIEWER CHECKPOINT: WAS THERE A SENATE RACE IN R’S STATE

780477 DID R VOTE FOR A SENATE CANDIDATE
780478 IF R VOTED WHICH SENATE CANDIDATE DID R VOTE FOR
780479 IF R VOTED WAS R’S PREFERENCE FOR THIS CANDIDATE STRONG OR NOT

780480 INTERVIEWER CHECKPOINT: WAS THERE A GUBERNATORIAL RACE IN R’S STATE

780481 DID R VOTE FOR A GUBERNATORIAL CANDIDATE
780482 IF R VOTED WHO WAS GUBERNATORIAL CANDIDATE R VOTED FOR
780483 IF R VOTED WAS R’S PREFERENCE FOR GUBERNATORIAL CANDIDATE STRONG OR NOT
780484 IF R DID NOT VOTE, WAS R REGISTERED TO VOTE IN THIS ELECTION
780485 IF R DID NOT VOTE WAS R REGISTERED AS DEMOCRATIC/REPUBLICAN/OTHER
780486 IF R DID NOT VOTE, WAS R REGISTERED AT CURRENT ADDRESS
780487 IF R DID NOT VOTE OR WAS TOO YOUNG, DID R HAVE A PREFERENCE FOR U.S. HOUSE OF REPRESENTATIVES CANDIDATE

R’S 1978 ELECTION VOTING BEHAVIOR (CONTINUED)

780488 WHICH U.S. HOUSE OF REPRESENTATIVES CANDIDATE WAS THAT
780489 IF R DID NOT VOTE OR WAS TOO YOUNG WAS R’S PREFERENCE FOR HOUSE CANDIDATE STRONG OR NOT

780490 INTERVIEWER CHECKPOINT: SENATE RACE
IF R DID NOT VOTE OR WAS TOO YOUNG DID R HAVE A PREFERENCE FOR U.S. SENATE CANDIDATE

IF R DID NOT VOTE OR WAS TOO YOUNG WHICH SENATE CANDIDATE WAS THAT

IF R DID NOT VOTE OR WAS TOO YOUNG WAS R'S PREFERENCE FOR SENATE CANDIDATE STRONG OR NOT STRONG

INTERVIEWER CHECKPOINT: GOVERNOR RACE

IF R DID NOT VOTE OR WAS TOO YOUNG DID R HAVE PREFERENCE FOR GUBERNATORIAL CANDIDATE

IF R DID NOT VOTE OR WAS TOO YOUNG WHICH GUBERNATORIAL CANDIDATE WAS THAT

IF R DID NOT VOTE OR WAS TOO YOUNG WAS R'S PREFERENCE FOR GUBERNATORIAL CANDIDATE STRONG OR NOT STRONG

CYNICISM AND TRUST IN CONGRESS

HOW MUCH CAN R TRUST U.S. CONGRESS TO DO RIGHT

IS U.S. CONGRESS RUN FOR BENEFIT OF ALL OR A FEW

POLITICAL FACTUAL ITEMS

WHICH PARTY HAD THE MOST MEMBERS IN THE HOUSE OF REPRESENTATIVES BEFORE THE ELECTIONS

WHICH PARTY HAD THE MOST MEMBERS IN THE HOUSE OF REPRESENTATIVES AFTER THE ELECTIONS

PERSONAL DATA

AGE AND MARITAL STATUS

R'S DATE OF BIRTH - MONTH

R'S DATE OF BIRTH - YEAR

R'S AGE

R'S MARITAL STATUS

R'S EDUCATION

WHAT IS THE HIGHEST GRADE COMPLETED BY R

DOES R HAVE A HIGH SCHOOL DIPLOMA

HAS R HAD ANY OTHER SCHOOLING

DOES R HAVE A COLLEGE DEGREE

WHAT IS R'S HIGHEST DEGREE

COLLEGE ATTENDED BY R

R'S MAJOR FIELD OF STUDY

SUMMARY OF R'S EDUCATION

INTERVIEWER CHECKPOINT - FAMILY STATUS OF R

EDUCATION OF FAMILY HEAD

WHAT IS THE HIGHEST GRADE COMPLETED BY FAMILY HEAD
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780516 DOES FAMILY HEAD HAVE A HIGH SCHOOL DIPLOMA
780517 DOES FAMILY HEAD HAVE ANY OTHER SCHOOLING
780518 DOES FAMILY HEAD HAVE A COLLEGE DEGREE
780519 WHAT IS R'S HIGHEST DEGREE
780520 COLLEGE ATTENDED BY HEAD
780521 FAMILY HEAD'S MAJOR FIELD OF STUDY
780522 SUMMARY OF EDUCATION OF FAMILY HEAD

EDUCATION OF WIFE OF FAMILY HEAD

780523 WHAT IS THE HIGHEST GRADE COMPLETED BY WIFE OF FAMILY HEAD
780524 DOES WIFE OF FAMILY HEAD HAVE A HIGH SCHOOL DIPLOMA
780525 DOES WIFE OF FAMILY HEAD HAVE ANY OTHER SCHOOLING
780526 DOES WIFE OF FAMILY HEAD HAVE A COLLEGE DEGREE
780527 WHAT IS WIFE'S HIGHEST DEGREE
780528 COLLEGE ATTENDED BY WIFE OF FAMILY HEAD
780529 WIFE OF FAMILY HEAD'S MAJOR FIELD OF STUDY
780530 SUMMARY OF EDUCATION OF WIFE OF FAMILY HEAD

R'S OCCUPATION SECTION

780531 R'S PRESENT EMPLOYMENT STATUS
780532 (IF RETIRED) WHEN DID R RETIRE
780533 (IF UNEMPLOYED) HAS R EVER WORKED FOR PAY
780534 KIND OF WORK R DOES/DID - CENSUS OCCUPATION CODE
780535 R'S PRESENT/FORMER OCCUPATION - DUNCAN SEI
780536 R'S PRESENT/FORMER OCCUPATION - NORC PRESTIGE
780537 R'S PRESENT/FORMER OCCUPATION - CENSUS INDUSTRY
780538 IS/WAS R SELF-EMPLOYED
780539 (IF UNEMPLOYED) IS R PRESENTLY LOOKING FOR WORK
780540 (IF UNEMPLOYED) DID R WORK FOR PAY DURING THE PAST YEAR
780541 HOW MANY HOURS A WEEK DOES/DID R WORK
780542 (IF EMPLOYED) WAS R UNEMPLOYED DURING THE PAST YEAR
780543 (IF RETIRED OR DISABLED) IS R PRESENTLY WORKING

(IF HOUSEWIFE OR STUDENT)

780544 DID R WORK FOR PAY DURING THE PAST YEAR
780545 IS R PRESENTLY EMPLOYED
780546 WHAT KIND OF WORK DID R DO - CENSUS OCCUPATION CODE
780547 R'S FORMER OCCUPATION - DUNCAN SEI
780548 R'S FORMER OCCUPATION - NORC PRESTIGE
780549 R'S FORMER OCCUPATION - CENSUS INDUSTRY
780550 WAS R SELF-EMPLOYED
780551 HOW MANY HOURS A WEEK DID R WORK

780552 INTERVIEWER CHECKPOINT - FAMILY STATUS OF R

FAMILY HEAD'S OCCUPATION SECTION

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780553 FAMILY HEAD'S PRESENT EMPLOYMENT STATUS
780554 (IF RETIRED) WHEN DID FAMILY HEAD RETIRE
780555 (IF UNEMPLOYED) HAS THE FAMILY HEAD EVER WORKED FOR PAY
780556 WHAT KIND OF WORK DOES/DID THE FAMILY HEAD DO - CENSUS OCCUPATION CODE

FAMILY HEAD'S OCCUPATION SECTION (CONTINUED)
780557 FAMILY HEAD'S PRESENT/FORMER OCCUPATION - DUNCAN SEI
780558 FAMILY HEAD'S PRESENT/FORMER OCCUPATION - NORC PRESTIGE
780559 FAMILY HEAD'S PRESENT/FORMER OCCUPATION - CENSUS INDUSTRY
780560 IS/WAS THE FAMILY HEAD SELF-EMPLOYED
780561 (IF UNEMPLOYED) IS FAMILY HEAD PRESENTLY LOOKING FOR WORK
780562 (IF UNEMPLOYED) DID THE FAMILY HEAD WORK FOR PAY DURING THE LAST YEAR
780563 HOW MANY HOURS A WEEK DOES/DID THE FAMILY HEAD WORK
780564 (IF EMPLOYED) WAS FAMILY HEAD UNEMPLOYED IN PAST YEAR
780565 (IF RETIRED OR DISABLED) IS THE FAMILY HEAD PRESENTLY WORKING

(IF HOUSEWIFE OR STUDENT)
780566 DID THE FAMILY HEAD WORK FOR PAY DURING THE PAST YEAR
780567 IS THE FAMILY HEAD PRESENTLY EMPLOYED
780568 WHAT KIND OF WORK DID THE FAMILY HEAD DO - CENSUS OCCUPATION CODE
780569 FAMILY HEAD'S FORMER OCCUPATION - DUNCAN SEI
780570 FAMILY HEAD'S FORMER OCCUPATION - NORC PRESTIGE
780571 FAMILY HEAD'S FORMER OCCUPATION - CENSUS INDUSTRY
780572 WAS THE FAMILY HEAD SELF-EMPLOYED
780573 HOW MANY HOURS A WEEK DID THE FAMILY HEAD WORK

WIFE OF HEAD'S OCCUPATION SECTION
780574 WIFE OF HEAD'S PRESENT EMPLOYMENT STATUS
780575 (IF RETIRED) WHEN DID WIFE OF HEAD RETIRE
780576 (IF UNEMPLOYED) HAS WIFE OF HEAD EVER WORKED FOR PAY
780577 WHAT KIND OF WORK DOES/DID WIFE OF HEAD DO - CENSUS OCCUPATION CODE
780578 WIFE OF HEAD'S PRESENT/FORMER OCCUPATION - DUNCAN SEI
780579 WIFE OF HEAD'S PRESENT/FORMER OCCUPATION - NORC PRESTIGE
780580 WIFE OF HEAD'S PRESENT/FORMER OCCUPATION - CENSUS INDUSTRY
WIFE OF HEAD'S OCCUPATION SECTION (CONTINUED)

780581  IS/WAS WIFE OF HEAD SELF-EMPLOYED
780582  IS WIFE OF HEAD PRESENTLY LOOKING FOR WORK
780583  (IF UNEMPLOYED) DID THE WIFE OF HEAD WORK FOR PAY DURING THE PAST YEAR
780584  HOW MANY HOURS A WEEK DOES/DID THE WIFE OF HEAD WORK
780585  (IF EMPLOYED) WAS THE WIFE OF HEAD UNEMPLOYED DURING THE PAST YEAR
780586  (IF RETIRED OR DISABLED) IS THE WIFE OF HEAD PRESENTLY WORKING

(IF HOUSEWIFE OR STUDENT)

780587  DID WIFE OF HEAD WORK FOR PAY DURING THE PAST YEAR
780588  IS WIFE OF HEAD PRESENTLY EMPLOYED
780589  WHAT KIND OF WORK DID WIFE OF HEAD DO - CENSUS OCCUPATION CODE
780590  WIFE OF HEAD'S FORMER OCCUPATION - DUNCAN SEI
780591  WIFE OF HEAD'S FORMER OCCUPATION - NORC PRESTIGE
780592  WIFE OF HEAD'S FORMER OCCUPATION - CENSUS INDUSTRY
780593  WAS WIFE OF HEAD SELF-EMPLOYED
780594  HOW MANY HOURS A WEEK DID WIFE OF HEAD WORK

LABOR UNION MEMBERSHIP

780595  IS ANYONE IN HOUSEHOLD A UNION MEMBER
780596  WHO IN HOUSEHOLD IS A UNION MEMBER

PERSONAL DATA

780597  INTERVIEWER CHECKPOINT: DOES R LIVE WITH OTHER FAMILY MEMBERS AGE 14 OR OLDER
780598  R'S ESTIMATED FAMILY INCOME FOR 1977
780599  R'S OWN INCOME FOR 1977
780600  DOES R THINK OF SELF AS BELONGING TO A SOCIAL CLASS
780601  WHICH SOCIAL CLASS DOES R THINK OF SELF AS BELONGING TO
780602  R'S RELATIVE PLACEMENT IN SOCIAL CLASS CHOSEN
780603  R'S SUBJECTIVE SOCIAL CLASS SUMMARY
780604  DOES R FEEL CLOSE TO PEOPLE IN R'S SOCIAL CLASS
780605  R'S RELIGIOUS PREFERENCE
780606  HOW OFTEN DOES R GO TO CHURCH

780607  IS THERE ANOTHER NATIONALITY OR ETHNIC GROUP R FEELS SHE/HE BELONGS TO
780608  WHAT GROUP IS THAT (FIRST RESPONSE)
780609  WHAT GROUP IS THAT (SECOND RESPONSE)
780610  WHICH GROUP DOES R IDENTIFY MOST CLOSELY WITH
780611  HOW STRONGLY DOES R FEEL A PART OF ETHNIC GROUP
780612  WERE BOTH OF R'S PARENTS BORN IN THIS COUNTRY
780613  (IF ONE OR BOTH PARENTS FOREIGN-BORN) WHAT COUNTRY WAS
R's father born in
780614 (If one or both parents foreign-born) what country was 
R's mother born in
780615 (If both parents were native-born) which country did 
R's family come from - father's side
780616 (If both parents were native-born) which country did 
R's family come from - mother's side
780617 Besides America, which country does R think of family 
as being mainly from
780618 Kind of work R's father did when R was young
780619 Was R's mother employed when R was young
780620 Kind of work R's mother did when R was young
780621 Where was R born
780622 Where did R grow up
780623 What kind of community was R brought up in
780624 Where did R live at age 14
780625 R's city of residence at age 14 (alphabetical)
780626 R's state of residence at age 14 (alphabetical)
780627 How long has R lived in present community
780628 How long has R lived in present housing
780629 Does R own/rent present home
780630 What is R's sex
780631 What is R's race
780632 Is R of Hispanic origin
780633 What is the relationship of R to head of household

Conditions of the interview
780634 Who else was present at the interview
780635 Degree of R's cooperation with interview
780636 R's apparent level of political information
780637 Rating of R's apparent intelligence
780638 How suspicious was R about the study beforehand
780639 How great was R's interest in the interview
780640 How sincere was R with answers
780641 How familiar was R with the house candidates
780642 How familiar was R with the Senate candidates
780643 Do you feel R reported income honestly
780644 Interviewer estimate of R's family income
780645 Language interview was conducted in
780646 Type of structure in which R lives
780647 Number of units in R's building
780648 Number of stories in structure in which R lives

***Contextual data***

Historical election returns
1972 state level data: President
781001 Votes cast for Democratic candidate
781002 Votes cast for Republican candidate
1972 STATE LEVEL DATA: SENATOR

781005 VOTES CAST FOR DEMOCRATIC CANDIDATE
781006 VOTES CAST FOR REPUBLICAN CANDIDATE
781007 VOTES CAST FOR ALL OTHER CANDIDATES
781008 VOTES CAST FOR ALL CANDIDATES

1972 STATE LEVEL DATA: GOVERNOR

781009 VOTES CAST FOR DEMOCRATIC CANDIDATE
781010 VOTES CAST FOR REPUBLICAN CANDIDATE
781011 VOTES CAST FOR ALL OTHER CANDIDATES
781012 VOTES CAST FOR ALL CANDIDATES

1972 DISTRICT LEVEL DATA: REPRESENTATIVE

781013 VOTES CAST FOR DEMOCRATIC CANDIDATE
781014 VOTES CAST FOR REPUBLICAN CANDIDATE
781015 VOTES CAST FOR ALL OTHER CANDIDATES
781016 VOTES CAST FOR ALL CANDIDATES

1972 COUNTY LEVEL DATA: PRESIDENT

781017 VOTES CAST FOR DEMOCRATIC CANDIDATE
781018 VOTES CAST FOR REPUBLICAN CANDIDATE
781019 VOTES CAST FOR ALL OTHER CANDIDATES
781020 VOTES CAST FOR ALL CANDIDATES

1972 COUNTY LEVEL DATA: REPRESENTATIVE

781021 VOTES CAST FOR DEMOCRATIC CANDIDATES
781022 VOTES CAST FOR REPUBLICAN CANDIDATES
781023 VOTES CAST FOR ALL OTHER CANDIDATES
781024 VOTES CAST FOR ALL CANDIDATES

1972 COUNTY LEVEL DATA: SENATOR

781025 VOTES CAST FOR DEMOCRATIC CANDIDATE
781026 VOTES CAST FOR REPUBLICAN CANDIDATE
781027 VOTES CAST FOR ALL OTHER CANDIDATES
781028 VOTES CAST FOR ALL CANDIDATES

1972 COUNTY LEVEL DATA: GOVERNOR

781029 VOTES CAST FOR DEMOCRATIC CANDIDATE
781030 VOTES CAST FOR REPUBLICAN CANDIDATE
781031 VOTES CAST FOR ALL OTHER CANDIDATES
781032 VOTES CAST FOR ALL CANDIDATES
1974 STATE LEVEL DATA: SENATOR
781033 VOTES CAST FOR DEMOCRATIC CANDIDATE
781034 VOTES CAST FOR REPUBLICAN CANDIDATE
781035 VOTES CAST FOR ALL OTHER CANDIDATES
781036 VOTES CAST FOR ALL CANDIDATES

1974 STATE LEVEL DATA: GOVERNOR
781037 VOTES CAST FOR DEMOCRATIC CANDIDATE
781038 VOTES CAST FOR REPUBLICAN CANDIDATE
781039 VOTES CAST FOR ALL OTHER CANDIDATES
781040 VOTES CAST FOR ALL CANDIDATES

1974 DISTRICT LEVEL DATA: REPRESENTATIVE
781041 VOTES CAST FOR DEMOCRATIC CANDIDATE
781042 VOTES CAST FOR REPUBLICAN CANDIDATE
781043 VOTES CAST FOR ALL OTHER CANDIDATES
781044 VOTES CAST FOR ALL CANDIDATES

1974 COUNTY LEVEL DATA: REPRESENTATIVE
781045 VOTES CAST FOR DEMOCRATIC CANDIDATES
781046 VOTES CAST FOR REPUBLICAN CANDIDATES
781047 VOTES CAST FOR ALL OTHER CANDIDATES
781048 VOTES CAST FOR ALL CANDIDATES

1974 COUNTY LEVEL DATA: SENATOR
781049 VOTES CAST FOR DEMOCRATIC CANDIDATE
781050 VOTES CAST FOR REPUBLICAN CANDIDATE
781051 VOTES CAST FOR ALL OTHER CANDIDATES
781052 VOTES CAST FOR ALL CANDIDATES

1974 COUNTY LEVEL DATA: GOVERNOR
781053 VOTES CAST FOR DEMOCRATIC CANDIDATE
781054 VOTES CAST FOR REPUBLICAN CANDIDATE
781055 VOTES CAST FOR ALL OTHER CANDIDATES
781056 VOTES CAST FOR ALL CANDIDATES

1976 STATE LEVEL DATA: PRESIDENT
781057 VOTES CAST FOR DEMOCRATIC CANDIDATE
781058 VOTES CAST FOR REPUBLICAN CANDIDATE
781059 VOTES CAST FOR ALL OTHER CANDIDATES
781060 VOTES CAST FOR ALL CANDIDATES

1976 STATE LEVEL DATA: SENATOR
781061 VOTES CAST FOR DEMOCRATIC CANDIDATE
781062 VOTES CAST FOR REPUBLICAN CANDIDATE
1976 STATE LEVEL DATA: GOVERNOR

781065 VOTES CAST FOR DEMOCRATIC CANDIDATE
781066 VOTES CAST FOR REPUBLICAN CANDIDATE
781067 VOTES CAST FOR ALL OTHER CANDIDATES
781068 VOTES CAST FOR ALL CANDIDATES

1976 DISTRICT LEVEL DATA: PRESIDENT

781069 VOTES CAST FOR DEMOCRATIC CANDIDATE
781070 VOTES CAST FOR REPUBLICAN CANDIDATE
781071 VOTES CAST FOR ALL OTHER CANDIDATES
781072 VOTES CAST FOR ALL CANDIDATES

1976 DISTRICT LEVEL DATA: REPRESENTATIVE

781073 VOTES CAST FOR DEMOCRATIC CANDIDATE
781074 VOTES CAST FOR REPUBLICAN CANDIDATE
781075 VOTES CAST FOR ALL OTHER CANDIDATES
781076 VOTES CAST FOR ALL CANDIDATES

1976 DISTRICT LEVEL DATA: SENATOR

781077 VOTES CAST FOR DEMOCRATIC CANDIDATE
781078 VOTES CAST FOR REPUBLICAN CANDIDATE
781079 VOTES CAST FOR ALL OTHER CANDIDATES
781080 VOTES CAST FOR ALL CANDIDATES

1976 DISTRICT LEVEL DATA: GOVERNOR

781081 VOTES CAST FOR DEMOCRATIC CANDIDATE
781082 VOTES CAST FOR REPUBLICAN CANDIDATE
781083 VOTES CAST FOR ALL OTHER CANDIDATES
781084 VOTES CAST FOR ALL CANDIDATES

1976 COUNTY LEVEL DATA: PRESIDENT

781085 VOTES CAST FOR DEMOCRATIC CANDIDATE
781086 VOTES CAST FOR REPUBLICAN CANDIDATE
781087 VOTES CAST FOR ALL OTHER CANDIDATES
781088 VOTES CAST FOR ALL CANDIDATES

1976 COUNTY LEVEL DATA: REPRESENTATIVE

781089 VOTES CAST FOR DEMOCRATIC CANDIDATES
781090 VOTES CAST FOR REPUBLICAN CANDIDATES
781091 VOTES CAST FOR ALL OTHER CANDIDATES
781092 VOTES CAST FOR ALL CANDIDATES

1976 COUNTY LEVEL DATA: SENATOR
1976 COUNTY LEVEL DATA: GOVERNOR

1978 ELECTION RETURNS

1978 DISTRICT LEVEL PRIMARY: REPRESENTATIVE

1978 COUNTY LEVEL PRIMARY: SENATOR

1978 COUNTY LEVEL PRIMARY: GOVERNOR

1978 STATE LEVEL DATA: SENATOR

1978 STATE LEVEL DATA: GOVERNOR
1978 DISTRICT LEVEL DATA: REPRESENTATIVE

781126 VOTES CAST FOR ALL CANDIDATES
781127 VOTES CAST FOR DEMOCRATIC CANDIDATE
781128 VOTES CAST FOR REPUBLICAN CANDIDATE
781129 VOTES CAST FOR ALL OTHER CANDIDATES
781130 VOTES CAST FOR ALL CANDIDATES

1978 COUNTY LEVEL DATA: REPRESENTATIVE

781131 VOTES CAST FOR DEMOCRATIC CANDIDATES
781132 VOTES CAST FOR REPUBLICAN CANDIDATES
781133 VOTES CAST FOR ALL OTHER CANDIDATES
781134 VOTES CAST FOR ALL CANDIDATES

1978 COUNTY LEVEL DATA: SENATOR

781135 VOTES CAST FOR DEMOCRATIC CANDIDATE
781136 VOTES CAST FOR REPUBLICAN CANDIDATE
781137 VOTES CAST FOR ALL OTHER CANDIDATES
781138 VOTES CAST FOR ALL CANDIDATES

1978 COUNTY LEVEL DATA: GOVERNOR

781139 VOTES CAST FOR DEMOCRATIC CANDIDATE
781140 VOTES CAST FOR REPUBLICAN CANDIDATE
781141 VOTES CAST FOR ALL OTHER CANDIDATES
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781144 INCUMBENT'S POLITICAL PARTY
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781149 INCUMBENT'S DATE OF BIRTH - YEAR
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781151 INCUMBENT'S RACE
781152 INCUMBENT'S MARITAL STATUS
781153 NUMBER OF CHILDREN INCUMBENT HAS
781154 INCUMBENT'S RELIGIOUS PREFERENCE

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781155 YEAR INCUMBENT RECEIVED A BACHELOR'S DEGREE
781156 SCHOOL INCUMBENT RECEIVED A BACHELOR'S DEGREE FROM
781157 YEAR INCUMBENT RECEIVED A MASTER'S DEGREE
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781160 YEAR INCUMBENT RECEIVED A PROFESSIONAL DEGREE
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781258  1977 NORTH-SOUTH SPLIT - NORTHERN DEMOCRATS SUPPORT
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781261  95TH CONGRESS NORTH-SOUTH SPLIT - SOUTHERN DEMOCRATS SUPPORT
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781266 CANDIDATE'S DATE OF BIRTH - DAY
781267 CANDIDATE'S DATE OF BIRTH - YEAR
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781271 NUMBER OF CHILDREN CANDIDATE HAS
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781273 YEAR CANDIDATE RECEIVED A BACHELOR'S DEGREE
781274 SCHOOL CANDIDATE RECEIVED A BACHELOR'S DEGREE FROM
781275 YEAR CANDIDATE RECEIVED A MASTER'S DEGREE
781276 SCHOOL CANDIDATE RECEIVED A MASTER'S DEGREE FROM
781277 TYPE OF PROFESSIONAL DEGREE CANDIDATE HAS
781278 YEAR CANDIDATE RECEIVED A PROFESSIONAL DEGREE
781279 SCHOOL CANDIDATE RECEIVED A PROFESSIONAL DEGREE FROM

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781292 CANDIDATE'S CURRENT OR MOST RECENT PREVIOUS ELECTIVE OFFICE - YEAR STARTED
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CANDIDATE'S SECOND MOST RECENT PREVIOUS NON-ELECTIVE GOVERNMENT OFFICE
CANDIDATE'S SECOND MOST RECENT PREVIOUS NON-ELECTIVE GOVERNMENT OFFICE - YEAR STARTED
CANDIDATE'S SECOND MOST RECENT PREVIOUS NON-ELECTIVE GOVERNMENT OFFICE - YEAR ENDED
CANDIDATE'S THIRD MOST RECENT PREVIOUS NON-ELECTIVE GOVERNMENT OFFICE
CANDIDATE'S THIRD MOST RECENT PREVIOUS NON-ELECTIVE GOVERNMENT OFFICE - YEAR STARTED
CANDIDATE'S THIRD MOST RECENT PREVIOUS NON-ELECTIVE GOVERNMENT OFFICE - YEAR ENDED
CANDIDATE'S FOURTH MOST RECENT PREVIOUS NON-ELECTIVE GOVERNMENT OFFICE
CANDIDATE'S FOURTH MOST RECENT PREVIOUS NON-ELECTIVE GOVERNMENT OFFICE - YEAR STARTED
CANDIDATE'S FOURTH MOST RECENT PREVIOUS NON-ELECTIVE GOVERNMENT OFFICE - YEAR ENDED

DEMOCRATIC CANDIDATE'S OTHER PARTY POST, CAMPAIGN MANAGED OR OTHER POLITICAL WORK

CANDIDATE'S MOST RECENT OTHER PARTY POST, CAMPAIGN MANAGED OR OTHER POLITICAL WORK
CANDIDATE'S SECOND MOST RECENT OTHER PARTY POST, CAMPAIGN MANAGED OR OTHER POLITICAL WORK
CANDIDATE'S THIRD MOST RECENT OTHER PARTY POST, CAMPAIGN MANAGED OR OTHER POLITICAL WORK
CANDIDATE'S FOURTH MOST RECENT OTHER PARTY POST, CAMPAIGN MANAGED OR OTHER POLITICAL WORK

REPUBLICAN CANDIDATE'S PERSONAL DATA

CANDIDATE'S CANDIDATE LIST CODE
SOURCE OF CANDIDATE'S DATA
CANDIDATE'S DATE OF BIRTH - MONTH
CANDIDATE'S DATE OF BIRTH - DAY
CANDIDATE'S DATE OF BIRTH - YEAR
CANDIDATE'S SEX
CANDIDATE'S MARITAL STATUS
YEAR CANDIDATE WAS MARRIED
NUMBER OF CHILDREN CANDIDATE HAS
CANDIDATE'S RELIGIOUS PREFERENCE

REPUBLICAN CANDIDATE'S EDUCATION

YEAR CANDIDATE RECEIVED A BACHELOR'S DEGREE
SCHOOL CANDIDATE RECEIVED A BACHELOR'S DEGREE FROM
YEAR CANDIDATE RECEIVED A MASTER'S DEGREE
SCHOOL CANDIDATE RECEIVED A MASTER'S DEGREE FROM
TYPE OF PROFESSIONAL DEGREE CANDIDATE HAS
YEAR CANDIDATE RECEIVED A PROFESSIONAL DEGREE
SCHOOL CANDIDATE RECEIVED A PROFESSIONAL DEGREE FROM
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<tr>
<td>Branch of Military Service Candidate Was/Is In</td>
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<tr>
<td>Year Candidate Entered Military Service</td>
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<tr>
<td>Year Candidate Left Military Service</td>
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<td>Candidate's Occupation - Census - First Report</td>
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<tr>
<td>Candidate's Occupation - Duncan SEI - First Report</td>
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<tr>
<td>Candidate's Occupation - NORC Prestige Scale - First Report</td>
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<tr>
<td>Candidate's Occupation - Census - Second Report</td>
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<td>Candidate's Occupation - Duncan SEI - Second Report</td>
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<td>Candidate's Occupation - NORC Prestige Scale - Second Report</td>
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<tr>
<td>Is the Candidate an Incumbent?</td>
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<tr>
<td>Candidate's Current or Most Recent Previous Elective Office</td>
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<tr>
<td>Candidate's Current or Most Recent Previous Elective Office - Year Started</td>
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<td>Candidate's Current or Most Recent Previous Elective Office - Year Ended</td>
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<td>Candidate's Second Most Recent Previous Elective Office</td>
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<td>Candidate's Second Most Recent Previous Elective Office - Year Started</td>
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<td>Candidate's Second Most Recent Previous Elective Office - Year Ended</td>
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<td>Candidate's Third Most Recent Previous Elective Office</td>
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<td>Candidate's Fourth Most Recent Previous Elective Office - Year Started</td>
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<td>Candidate's Fourth Most Recent Previous Elective Office - Year Ended</td>
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<tr>
<td>Candidate's Most Recent Previous Unsuccessful Campaign</td>
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<tr>
<td>Candidate's Most Recent Previous Unsuccessful Campaign - Type of Election</td>
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<tr>
<td>Candidate's Most Recent Previous Unsuccessful Campaign - Year of Campaign</td>
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<td>Candidate's Second Most Recent Previous Unsuccessful Campaign</td>
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<td>Candidate's Second Most Recent Previous Unsuccessful Campaign - Type of Election</td>
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<tr>
<td>Candidate's Second Most Recent Previous Unsuccessful Campaign - Year of Campaign</td>
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<td>Candidate's Third Most Recent Previous Unsuccessful Campaign - Type of Election</td>
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<td>Candidate's Fourth Most Recent Previous Unsuccessful Campaign - Type of Election</td>
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<tr>
<td>Candidate's Fourth Most Recent Previous Unsuccessful Campaign - Year of Campaign</td>
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**Republican Candidate's Current or Previous Non-Elective Government Office**

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<td>Candidate's Current or Most Recent Previous Non-Elective Government Office - Year Ended</td>
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<td>Candidate's Second Most Recent Previous Non-Elective Government Office - Year Started</td>
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**Republican Candidate's Other Party Post, Campaign Managed, or Other Political Work**

<table>
<thead>
<tr>
<th>Field</th>
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<tr>
<td>Candidate's Most Recent Other Party Post, Campaign Managed, or Other Political Work</td>
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<td>Candidate's Second Most Recent Other Party Post, Campaign Managed, or Other Political Work</td>
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<td>Candidate's Third Most Recent Other Party Post, Campaign Managed, or Other Political Work</td>
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<tr>
<td>781399</td>
<td>Did R report being registered at another address</td>
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<td>781400</td>
<td>Was a voter registration record available for R</td>
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<td>781401</td>
<td>Political party R was registered for</td>
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<td>781402</td>
<td>When R registered to vote - month</td>
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<tr>
<td>781403</td>
<td>When R registered to vote - day</td>
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<tr>
<td>781404</td>
<td>When R registered to vote - year</td>
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<tr>
<td>781405</td>
<td>R's recorded date of birth - month</td>
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<tr>
<td>781406</td>
<td>R's recorded date of birth - day</td>
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<tr>
<td>781407</td>
<td>R's recorded date of birth - year</td>
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<td>781408</td>
<td>Was R registered for the November 7, 1978 General Election</td>
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<td>781409</td>
<td>Does the record indicate R voted in the November 7, 1978 General Election</td>
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<td>781410</td>
<td>Did R vote in the November 7, 1978 General Election</td>
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<tr>
<td>781411</td>
<td>Does the record indicate R voted in the state primary election</td>
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<td>781412</td>
<td>Democratic primary - votes cast for the winner</td>
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<tr>
<td>781413</td>
<td>Democratic primary - votes cast for the runner-up</td>
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<td>781414</td>
<td>Democratic primary - total votes cast</td>
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<tr>
<td>781415</td>
<td>Republican primary - votes cast for winner</td>
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<td>781416</td>
<td>Republican primary - votes cast for the runner-up</td>
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<td>781417</td>
<td>Republican primary - total votes cast</td>
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<td>781418</td>
<td>Democratic primary - votes cast for the winner</td>
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<tr>
<td>781419</td>
<td>Democratic primary - votes cast for the runner-up</td>
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<tr>
<td>781420</td>
<td>Democratic primary - total votes cast</td>
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<tr>
<td>781421</td>
<td>Republican primary - votes cast for the winner</td>
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<tr>
<td>781422</td>
<td>Republican primary - votes cast for the runner-up</td>
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<td>781423</td>
<td>Republican primary - total votes cast</td>
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<tr>
<td>781424</td>
<td>Democratic primary - votes cast for the winner</td>
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<tr>
<td>781425</td>
<td>Democratic primary - votes cast for the runner-up</td>
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<td>781426</td>
<td>Democratic primary - total votes cast</td>
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781462 REPUBLICAN PRIMARY - TOTAL VOTES CAST

1978 GENERAL ELECTION - PRECINCT LEVEL RETURNS - PRECINCT OF REGISTRATION

781463 GOVERNOR - DEMOCRATIC VOTES CAST
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781465 GOVERNOR - OTHER VOTES CAST
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781467 U.S. SENATOR - DEMOCRATIC VOTES CAST
781468 U.S. SENATOR - REPUBLICAN VOTES CAST
781469 U.S. SENATOR - OTHER VOTES CAST
781470 U.S. SENATOR - TOTAL VOTES CAST

781471 U.S. REPRESENTATIVE - DEMOCRATIC VOTES CAST
781472 U.S. REPRESENTATIVE - REPUBLICAN VOTES CAST
781473 U.S. REPRESENTATIVE - OTHER VOTES CAST
781474 U.S. REPRESENTATIVE - TOTAL VOTES CAST

CHECKLIST OF ITEMS COLLECTED

781475 WAS A 1978 GENERAL ELECTION SAMPLE BALLOT COLLECTED
781476 WAS A COPY OF THE 1978 GENERAL ELECTION RESULTS COLLECTED
781477 WAS A COPY OF THE STATE'S PRIMARY ELECTION RESULTS AT THE PRECINCT LEVEL COLLECTED
781478 WERE ANY VOTER INSTRUCTION BOOKLETS, PAMPHLETS OR MATERIALS COLLECTED
781479 WAS A COPY OF CITIZENSHIP REQUIREMENTS TO VOTE COLLECTED
781480 WAS A COPY OF THE VOTER REGISTRATION FORM COLLECTED
781481 WAS A COPY OF THE DOCUMENT LISTING THE NUMBER OF PEOPLE REGISTERED TO VOTE COLLECTED
781482 WAS A COPY OF THE ELECTION DISTRICT BOUNDARY MAP COLLECTED
781483 WAS A LIST OF POLLING PLACES COLLECTED
781484 WHEN DID THE POLLS OPEN ON NOVEMBER 7, 1978
781485 WHEN DID THE POLLS CLOSE ON NOVEMBER 7, 1978

MEDIA STRUCTURE

781486 NUMBER OF HOUSEHOLDS IN COUNTY OF INTERVIEW
781487 NUMBER OF TV HOUSEHOLDS IN COUNTY OF INTERVIEW
781488 PERCENT OF TV HOUSEHOLDS IN COUNTY OF INTERVIEW
781489 ARBITRON COUNTY SIZE
781490 WHICH AREA OF DOMINANT INFLUENCE IS THE COUNTY OF INTERVIEW IN
781491 AREA OF DOMINANT INFLUENCE RANK
781492 NUMBER OF TV HOUSEHOLDS IN AREA OF DOMINANT INFLUENCE
781493 PERCENT OF AREA OF DOMINANT INFLUENCE TV HOUSEHOLDS IN COUNTY GROUP A
781494 PERCENT OF AREA OF DOMINANT INFLUENCE TV HOUSEHOLDS IN COUNTY GROUP B
781495 PERCENT OF AREA OF DOMINANT INFLUENCE TV HOUSEHOLDS IN COUNTY GROUP C
1976 U.S. HOUSE OF REPRESENTATIVES CANDIDATE INFORMATION

781500 WAS THE DEMOCRATIC CANDIDATE THE INCUMBENT OR CHALLENGER
781501 WAS THE DEMOCRATIC CANDIDATE THE WINNER OR LOSER
781502 TOTAL CAMPAIGN MONEY RECEIVED BY THE DEMOCRATIC CANDIDATE
781503 TOTAL CAMPAIGN DISBURSEMENTS BY THE DEMOCRATIC CANDIDATE

781504 WAS THE REPUBLICAN CANDIDATE THE INCUMBENT OR CHALLENGER
781505 WAS THE REPUBLICAN CANDIDATE THE WINNER OR LOSER
781506 TOTAL CAMPAIGN MONEY RECEIVED BY THE REPUBLICAN CANDIDATE
781507 TOTAL CAMPAIGN DISBURSEMENTS BY THE REPUBLICAN CANDIDATE

781508 WAS THE MINOR PARTY CANDIDATE THE INCUMBENT OR CHALLENGER
781509 WAS THE MINOR PARTY CANDIDATE THE WINNER OR LOSER
781510 TOTAL CAMPAIGN MONEY RECEIVED BY THE MINOR PARTY CANDIDATE
781511 TOTAL CAMPAIGN DISBURSEMENTS BY THE MINOR PARTY CANDIDATE

1976 U.S. SENATE CANDIDATE INFORMATION

781512 WAS THE DEMOCRATIC CANDIDATE THE INCUMBENT OR CHALLENGER
781513 WAS THE DEMOCRATIC CANDIDATE THE WINNER OR LOSER
781514 TOTAL CAMPAIGN MONEY RECEIVED BY THE DEMOCRATIC CANDIDATE
781515 TOTAL CAMPAIGN DISBURSEMENTS BY THE DEMOCRATIC CANDIDATE

781516 WAS THE REPUBLICAN CANDIDATE THE INCUMBENT OR CHALLENGER
781517 WAS THE REPUBLICAN CANDIDATE THE WINNER OR LOSER
781518 TOTAL CAMPAIGN MONEY RECEIVED BY THE REPUBLICAN CANDIDATE
781519 TOTAL CAMPAIGN DISBURSEMENTS BY THE REPUBLICAN CANDIDATE

1976 U.S. SENATE CANDIDATE INFORMATION (CONTINUED)
WAS THE MINOR PARTY CANDIDATE THE INCUMBENT OR CHALLENGER
WAS THE MINOR PARTY CANDIDATE THE WINNER OR LOSER
TOTAL CAMPAIGN MONEY RECEIVED BY THE MINOR PARTY CANDIDATE
TOTAL CAMPAIGN DISBURSEMENTS BY THE MINOR PARTY CANDIDATE

1978 U.S. HOUSE OF REPRESENTATIVES CANDIDATE INFORMATION
WAS THE DEMOCRATIC CANDIDATE THE WINNER OR LOSER
TOTAL CAMPAIGN MONEY RECEIVED BY THE DEMOCRATIC CANDIDATE
TOTAL CAMPAIGN DISBURSEMENTS BY THE DEMOCRATIC CANDIDATE
WAS THE REPUBLICAN CANDIDATE THE WINNER OR LOSER
TOTAL CAMPAIGN MONEY RECEIVED BY THE REPUBLICAN CANDIDATE
TOTAL CAMPAIGN DISBURSEMENTS BY THE REPUBLICAN CANDIDATE
WAS THE MINOR PARTY CANDIDATE THE WINNER OR LOSER
TOTAL CAMPAIGN MONEY RECEIVED BY THE MINOR PARTY CANDIDATE
TOTAL CAMPAIGN DISBURSEMENTS BY THE MINOR PARTY CANDIDATE

1978 U.S. SENATE CANDIDATE INFORMATION
WAS THE DEMOCRATIC CANDIDATE THE WINNER OR LOSER
TOTAL CAMPAIGN MONEY RECEIVED BY THE DEMOCRATIC CANDIDATE
TOTAL CAMPAIGN DISBURSEMENTS BY THE DEMOCRATIC CANDIDATE
WAS THE REPUBLICAN CANDIDATE THE WINNER OR LOSER
TOTAL CAMPAIGN MONEY RECEIVED BY THE REPUBLICAN CANDIDATE
TOTAL CAMPAIGN DISBURSEMENTS BY THE REPUBLICAN CANDIDATE
WAS THE MINOR PARTY CANDIDATE THE WINNER OR LOSER
TOTAL CAMPAIGN MONEY RECEIVED BY THE MINOR PARTY CANDIDATE
TOTAL CAMPAIGN DISBURSEMENTS BY THE MINOR PARTY CANDIDATE

****SURVEY PORTION -- RECODED VARIABLES****

"FEELING THERMOMETER" - POLITICAL FIGURES
FEELING THERMOMETER - SENATE DEMOCRATIC COMPONENT
FEELING THERMOMETER - SENATE REPUBLICAN COMPONENT
782003  FEELING THERMOMETER - SENATE INCUMBENT COMPONENT
782004  FEELING THERMOMETER - SENATE NON-INCUMBENT COMPONENT
782005  FEELING THERMOMETER - HOUSE DEMOCRATIC COMPONENT
782006  FEELING THERMOMETER - HOUSE REPUBLICAN COMPONENT
782007  FEELING THERMOMETER - HOUSE INCUMBENT COMPONENT
782008  FEELING THERMOMETER - HOUSE NON-INCUMBENT COMPONENT
782009  FEELING THERMOMETER - GUBERNATORIAL DEMOCRATIC COMPONENT
782010  FEELING THERMOMETER - GUBERNATORIAL REPUBLICAN COMPONENT
782011  FEELING THERMOMETER - GUBERNATORIAL INCUMBENT COMPONENT
782012  FEELING THERMOMETER - GUBERNATORIAL NON-INCUMBENT COMPONENT

RESPONDENT'S CONTACT WITH POLITICAL FIGURES

DEMOCRATIC HOUSE CANDIDATE COMPONENT

782013  DID RESPONDENT COME INTO CONTACT WITH THE HOUSE OF REPRESENTATIVES DEMOCRATIC CANDIDATE/INCUMBENT
782014  RESPONDENT MET HIM/HER PERSONALLY
782015  RESPONDENT ATTENDED MEETING WHERE HE/SHE SPOKE
782016  RESPONDENT TALKED TO MEMBER OF HIS/HER STAFF OR SOMEONE FROM HIS/HER OFFICE
782017  RESPONDENT RECEIVED SOMETHING IN THE MAIL FROM HIM/HER
782018  RESPONDENT READ ABOUT HIM/HER IN A NEWSPAPER OR MAGAZINE
782019  RESPONDENT HEARD HIM/HER ON THE RADIO
782020  RESPONDENT SAW HIM/HER ON T.V
782021  RESPONDENT MENTIONED NONE OF THE ABOVE
782022  DOES RESPONDENT KNOW ANYONE WHO HAD CONTACT WITH HIM/HER

REPUBLICAN HOUSE CANDIDATE COMPONENT

782023  DID RESPONDENT COME INTO CONTACT WITH THE HOUSE OF REPRESENTATIVES REPUBLICAN CANDIDATE/INCUMBENT
782024  RESPONDENT MET HIM/HER PERSONALLY
782025  RESPONDENT ATTENDED MEETING WHERE HE/SHE SPOKE
782026  RESPONDENT TALKED TO A MEMBER OF HIS/HER STAFF OR SOMEONE FROM HIS/HER OFFICE
782027  RESPONDENT RECEIVED SOMETHING IN THE MAIL FROM HIM/HER
782028  RESPONDENT READ ABOUT HIM/HER IN A NEWSPAPER OR MAGAZINE
782029  RESPONDENT HEARD HIM/HER ON THE RADIO
782030  RESPONDENT SAW HIM/HER ON T.V
782031  RESPONDENT MENTIONED NONE OF THE ABOVE
782032  DOES RESPONDENT KNOW ANYONE WHO HAD CONTACT WITH HIM/HER

HOUSE INCUMBENT CANDIDATE COMPONENT

782033  DID RESPONDENT COME INTO CONTACT WITH THE HOUSE OF REPRESENTATIVES INCUMBENT
782034  RESPONDENT MET HIM/HER PERSONALLY
782035  RESPONDENT ATTENDED MEETING WHERE HE/SHE SPOKE
782036  RESPONDENT TALKED TO A MEMBER OF HIS/HER STAFF OR SOMEONE FROM HIS/HER OFFICE
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782037 RESPONDENT RECEIVED SOMETHING IN THE MAIL FROM HIM/HER
782038 RESPONDENT READ ABOUT HIM/HER IN A NEWSPAPER OR MAGAZINE
782039 RESPONDENT HEARD HIM/HER ON THE RADIO
782040 RESPONDENT SAW HIM/HER ON T.V.
782041 RESPONDENT MENTIONED NONE OF THE ABOVE
782042 DOES RESPONDENT KNOW ANYONE WHO HAD CONTACT WITH HIM/HER

HOUSE NON-INCUMBENT CANDIDATE COMPONENT
782043 DID RESPONDENT COME INTO CONTACT WITH THE HOUSE OF REPRESENTATIVES NON-INCUMBENT
782044 RESPONDENT MET HIM/HER PERSONALLY
782045 RESPONDENT ATTENDED MEETING WHERE HE/SHE SPOKE
782046 RESPONDENT TALKED TO MEMBER OF HIS/HER STAFF OR SOMEONE FROM HIS/HER OFFICE
782047 RESPONDENT RECEIVED SOMETHING IN THE MAIL FROM HIM/HER
782048 RESPONDENT READ ABOUT HIM/HER IN A NEWSPAPER OR MAGAZINE
782049 RESPONDENT HEARD HIM/HER ON THE RADIO
782050 RESPONDENT SAW HIM/HER ON T.V.
782051 RESPONDENT MENTIONED NONE OF THE ABOVE
782052 DOES RESPONDENT KNOW ANYONE WHO HAD CONTACT WITH HIM/HER

DEMOCRATIC SENATE CANDIDATE COMPONENT
782053 DID RESPONDENT COME INTO CONTACT WITH THE DEMOCRATIC SENATE CANDIDATE/INCUMBENT
782054 RESPONDENT MET HIM/HER PERSONALLY
782055 RESPONDENT ATTENDED MEETING WHERE HE/SHE SPOKE
782056 RESPONDENT TALKED TO A MEMBER OF HIS/HER STAFF OR SOMEONE FROM HIS/HER OFFICE
782057 RESPONDENT RECEIVED SOMETHING IN THE MAIL FROM HIM/HER
782058 RESPONDENT READ ABOUT HIM/HER IN A NEWSPAPER OR MAGAZINE
782059 RESPONDENT HEARD HIM/HER ON THE RADIO
782060 RESPONDENT SAW HIM/HER ON T.V.
782061 RESPONDENT MENTIONED NONE OF THE ABOVE

REPUBLICAN SENATE CANDIDATE COMPONENT
782062 DID RESPONDENT COME INTO CONTACT WITH THE REPUBLICAN SENATE CANDIDATE/INCUMBENT
782063 RESPONDENT MET HIM/HER PERSONALLY
782064 RESPONDENT ATTENDED MEETING WHERE HE/SHE SPOKE
782065 RESPONDENT TALKED TO A MEMBER OF HIS/HER STAFF OR SOMEONE FROM HIS/HER OFFICE
782066 RESPONDENT RECEIVED SOMETHING IN THE MAIL FROM HIM/HER
782067 RESPONDENT READ ABOUT HIM/HER IN A NEWSPAPER OR MAGAZINE
782068 RESPONDENT HEARD HIM/HER ON THE RADIO
782069 RESPONDENT SAW HIM/HER ON T.V.
782070 RESPONDENT MENTIONED NONE OF THE ABOVE

SENATE INCUMBENT CANDIDATE COMPONENT
782071 DID RESPONDENT COME INTO CONTACT WITH THE SENATE
Page 56
INCUMBENT
782072 RESPONDENT MET HIM/HER PERSONALLY
782073 RESPONDENT ATTENDED MEETING WHERE HE/SHE SPOKE
782074 RESPONDENT TALKED TO A MEMBER OF HIS/HER STAFF OR SOMEONE FROM HIS/HER OFFICE
782075 RESPONDENT RECEIVED SOMETHING IN THE MAIL FROM HIM/HER
782076 RESPONDENT READ ABOUT HIM/HER IN A NEWSPAPER OR MAGAZINE
782077 RESPONDENT HEARD HIM/HER ON THE RADIO
782078 RESPONDENT SAW HIM/HER ON T.V.
782079 RESPONDENT MENTIONED NONE OF THE ABOVE

SENATE NON-INCUMBENT CHALLENGER COMPONENT
782080 DID RESPONDENT COME INTO CONTACT WITH THE SENATE NON-INCUMBENT
782081 RESPONDENT MET HIM/HER PERSONALLY
782082 RESPONDENT ATTENDED MEETING WHERE HE/SHE SPOKE
782083 RESPONDENT TALKED TO A MEMBER OF HIS/HER STAFF OR SOMEONE FROM HIS/HER OFFICE
782084 RESPONDENT RECEIVED SOMETHING IN THE MAIL FROM HIM/HER
782085 RESPONDENT READ ABOUT HIM/HER IN A NEWSPAPER OR MAGAZINE
782086 RESPONDENT HEARD HIM/HER ON THE RADIO
782087 RESPONDENT SAW HIM/HER ON T.V.
782088 RESPONDENT MENTIONED NONE OF THE ABOVE

LIBERAL/CONSERVATIVE VIEWS SCALE
782089 HOUSE OF REPRESENTATIVES INCUMBENT'S POSITION ON LIBERAL/CONSERVATIVE VIEW SCALE
782090 HOUSE NON-INCUMBENT'S POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE
782091 SENATE INCUMBENT'S POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE
782092 SENATE NON-INCUMBENT'S POSITION ON LIBERAL/CONSERVATIVE VIEWS SCALE

GOVERNMENT GUARANTEED JOB AND LIVING SCALE
782093 HOUSE OF REPRESENTATIVES INCUMBENT'S POSITION ON GUARANTEED JOB AND LIVING STANDARD SCALE
782094 HOUSE NON-INCUMBENT'S POSITION ON GUARANTEED JOB AND LIVING STANDARD SCALE
782095 SENATE INCUMBENT'S POSITION ON GUARANTEED JOB AND LIVING STANDARD SCALE
782096 SENATE NON-INCUMBENT'S POSITION ON GUARANTEED JOB AND LIVING STANDARD SCALE

RIGHTS OF THE ACCUSED SCALE
782097 HOUSE OF REPRESENTATIVES INCUMBENT'S POSITION ON RIGHTS OF THE ACCUSED SCALE
782098 HOUSE NON-INCUMBENT'S POSITION ON RIGHTS OF THE ACCUSED SCALE
782099 SENATE INCUMBENT'S POSITION ON RIGHTS OF
THE ACCUSED SCALE

782100 SENATE NON-INCUMBENT'S POSITION ON RIGHTS OF THE ACCUSED SCALE

GOVERNMENT AID TO MINORITIES SCALE

782101 HOUSE OF REPRESENTATIVES INCUMBENT'S POSITION ON GOVERNMENT AID TO MINORITIES
782102 HOUSE NON-INCUMBENT'S POSITION ON GOVERNMENT AID TO MINORITIES
782103 SENATE INCUMBENT'S POSITION ON GOVERNMENT AID TO MINORITIES
782104 SENATE NON-INCUMBENT'S POSITION ON GOVERNMENT AID TO MINORITIES

GOVERNMENT MEDICAL INSURANCE PLAN SCALE

782105 HOUSE OF REPRESENTATIVES INCUMBENT'S POSITION ON GOVERNMENT MEDICAL INSURANCE PLAN SCALE
782106 HOUSE NON-INCUMBENT'S POSITION ON GOVERNMENT MEDICAL INSURANCE PLAN SCALE
782107 SENATE INCUMBENT'S POSITION ON GOVERNMENT MEDICAL INSURANCE PLAN SCALE
782108 SENATE NON-INCUMBENT'S POSITION ON GOVERNMENT MEDICAL INSURANCE PLAN SCALE

EQUAL RIGHTS FOR WOMEN SCALE

782109 HOUSE OF REPRESENTATIVES INCUMBENT'S POSITION ON EQUAL RIGHTS FOR WOMEN
782110 HOUSE NON-INCUMBENT'S POSITION ON EQUAL RIGHTS FOR WOMEN
782111 SENATE INCUMBENT'S POSITION ON EQUAL RIGHTS FOR WOMEN
782112 SENATE NON-INCUMBENT'S POSITION ON EQUAL RIGHTS FOR WOMEN

EVALUATION OF CANDIDATE COMPONENTS

782113 IS THERE ANYTHING RESPONDENT LIKES ABOUT THE HOUSE OF REPRESENTATIVES INCUMBENT
782114 IS THERE ANYTHING RESPONDENT LIKES ABOUT THE HOUSE OF REPRESENTATIVES NON-INCUMBENT
782115 WHAT RESPONDENT LIKES ABOUT HOUSE INCUMBENT - MENTION 1
782116 WHAT RESPONDENT LIKES ABOUT HOUSE NON-INCUMBENT - MENTION 1
782117 WHAT RESPONDENT LIKES ABOUT HOUSE INCUMBENT - MENTION 2
782118 WHAT RESPONDENT LIKES ABOUT HOUSE NON-INCUMBENT - MENTION 2

EVALUATION OF CANDIDATE COMPONENTS (CONTINUED)

782119 WHAT RESPONDENT LIKES ABOUT HOUSE INCUMBENT
WHAT RESPONDENT LIKES ABOUT HOUSE NON-INCUMBENT
- MENTION 3

WHAT RESPONDENT LIKES ABOUT HOUSE INCUMBENT
- MENTION 3

WHAT RESPONDENT LIKES ABOUT HOUSE NON-INCUMBENT
- MENTION 4

WHAT RESPONDENT LIKES ABOUT HOUSE INCUMBENT
- MENTION 4

IS THERE ANYTHING RESPONDENT DISLIKES ABOUT THE HOUSE OF REPRESENTATIVES INCUMBENT

IS THERE ANYTHING RESPONDENT DISLIKES ABOUT THE HOUSE OF REPRESENTATIVES NON-INCUMBENT

WHAT RESPONDENT DISLIKES ABOUT HOUSE INCUMBENT
- MENTION 1

WHAT RESPONDENT DISLIKES ABOUT HOUSE NON-INCUMBENT
- MENTION 1

WHAT RESPONDENT DISLIKES ABOUT HOUSE INCUMBENT
- MENTION 2

WHAT RESPONDENT DISLIKES ABOUT HOUSE NON-INCUMBENT
- MENTION 2

WHAT RESPONDENT DISLIKES ABOUT HOUSE INCUMBENT
- MENTION 3

WHAT RESPONDENT DISLIKES ABOUT HOUSE NON-INCUMBENT
- MENTION 3

WHAT RESPONDENT DISLIKES ABOUT HOUSE INCUMBENT
- MENTION 4

WHAT RESPONDENT DISLIKES ABOUT HOUSE NON-INCUMBENT
- MENTION 4

****CONTEXTUAL PORTION -- RECODED VARIABLES****

STATE LEVEL SENATORIAL VOTE

STATE LEVEL SENATORIAL VOTE FOR INCUMBENT
782133

STATE LEVEL SENATORIAL VOTE FOR NON-INCUMBENT
782134

STATE LEVEL TOTAL SENATORIAL VOTE FOR INCUMBENT AND NON-INCUMBENT
782135

STATE LEVEL GUBERNATORIAL VOTE

STATE LEVEL GUBERNATORIAL VOTE FOR INCUMBENT
782136

STATE LEVEL GUBERNATORIAL VOTE FOR NON-INCUMBENT
782137

STATE LEVEL TOTAL GUBERNATORIAL VOTE FOR INCUMBENT AND NON-INCUMBENT
782138

DISTRICT LEVEL CONGRESSIONAL VOTE

DISTRICT LEVEL CONGRESSIONAL VOTE FOR INCUMBENT
782139

DISTRICT LEVEL CONGRESSIONAL VOTE FOR NON-INCUMBENT
782140

DISTRICT LEVEL TOTAL CONGRESSIONAL VOTE FOR INCUMBENT AND NON-INCUMBENT
782141