

User's Guide and Codebook to the ANES 2023 Message Testing Study¹

American National Election Studies (ANES)

November 2, 2023

User's Guide

1. Study Overview

The ANES 2023 Message Testing Study examines the effects of alternative recruitment messages for the American National Election Studies. The goal of this research is to improve recruiting of hard-to-reach members of the public, particularly Trump voters. Highlights include:

Title:	ANES 2023 Message Testing Study
Data status:	Public Release
Main purpose:	To examine the effects of alternative recruitment messages for the American National Election Studies
Population:	U.S. citizens aged 18 or older
Sample:	Opt-in non-probability online sample
Mode:	Internet
Number of cases:	4,137 (of which 3,624 are considered "qualified")
Field period:	August 17-September 5, 2023
Median interview length:	6.28 minutes for qualified completes
Sponsors & design:	The National Science Foundation funded the study, which was designed by the ANES Principal Investigators and senior staff
Sample vendor:	Bovitz

2. Suggested citation

American National Election Studies. 2023. ANES 2023 Message Testing Study [dataset and documentation]. November 2, 2023 version. www.electionstudies.org

¹ Acknowledgments: The study was designed by Principal Investigators Nicholas Valentino (University of Michigan) and Shanto Iyengar (Stanford University), Associate Principal Investigators Daron Shaw (University of Texas, Austin), Sunshine Hillygus (Duke University), Co-Investigator Matthew DeBell (Stanford University), Lauren Guggenheim (University of Michigan), and Rachel Smilan-Goldstein (Stanford University). The study was funded by the National Science Foundation with a grant to the University of Michigan (grant no. SES-2209438). Any opinions, findings, or recommendations do not necessarily reflect the views of the National Science Foundation. Portions of this document reprint portions of prior ANES documentation.

3. Case Count

There are 4,137 cases in the file. Qualified respondents (n = 3,624) finished the survey, have never answered the survey before, passed the attention check, and are U.S. citizens living in one of the 50 states or D.C. Well-qualified respondents (n = 2,736) met the additional criteria of having a response time greater than one-third of the median response time, reporting they always answered the survey seriously, passing the instructional manipulation check, and not having a duplicate IP address.

4. Recommendations for Analysis and Reporting of Non-probability Sample Data

ANES recommends that:

- the sample should be described as follows:
“The survey was conducted using non-probability quota sampling with an opt-in online panel. This method produces a sample that may resemble the population on selected characteristics but may still differ in unknown ways on other characteristics. This is not a nationally representative sample.”
- any use of statistics or terms related to “standard error” or statistical significance in these data should note that these terms are not being used in their ordinary sense but are being applied in the context of a non-probability sample.

5. Sampling

Nonprobability sample. The study was conducted on the Internet using a sample furnished by Bovitz. The Bovitz sample consists of individuals who belong to a panel called Forthright and are paid modest amounts of money to take surveys online. Respondents opt in to this panel. It is conventional to refer to datasets from opt-in panels as “nonprobability samples.” By completing a profile survey when they enter the panel, panelists can be invited to participate in later surveys based on their demographic characteristics, and invitations can be targeted to meet quotas so that the responding sample has certain demographic characteristics that approximate a target population. This is not equivalent to probability sampling and does not provide a nationally representative sample.

Statistical significance and “standard errors.” Standard errors are measures of variability in sample statistics (estimates of population parameters) arising from random sampling. The design of a sampling plan determines the way a standard error is computed, most typically by accounting for different probabilities of selection for sampled units (e.g., contrast simple random sampling versus complex sampling designs). Because the Bovitz survey data were not generated by a probability sampling plan, some practitioners recommend against using the term “standard error” (and related terms such as “sampling error,” “margin of error,” and

“confidence intervals”) when reporting analyses of these data,² at least without noting that these terms are not being used in their usual sense.

Invitations and completions. Bovitz sent out a total of 10,403 invitations. Of the 4,137 respondents who started the questionnaire, 55 were ineligible non-citizens and 147 did not answer the entire questionnaire (i.e., they were considered breakoffs). From the remaining total of 3,935 respondents who completed the questionnaire, 3,624 were classified as qualified respondents (for a qualified completion rate of 35% of invited panelists) and 2,725 were classified as well-qualified respondents, using the criteria described above.

6. Codebook

```
-----
version                                         Dataset version
-----
                                         Type: String (str33)
Unique values: 1                               Missing "": 0/4,137
Tabulation: Freq.  Value
              4,137  "ANES 2023 Messaging Test 20231102"
Warning: Variable has embedded blanks.

-----
caseid                                         Case identifier
-----
                                         Type: Numeric (int)
Range: [1,4137]                               Units: 1
Unique values: 4,137                         Missing .: 0/4,137
Mean: 2069
Std. dev.: 1194.39
Percentiles:  10%    25%    50%    75%    90%
              414    1035   2069   3103   3724

-----
startdate                                     StartDate
-----
```

² See Baker, Reg, et al. 2010. AAPOR Report on Online Panels. Public Opinion Quarterly 74, 711-781, and Baker, Reg, et al., Report of the AAPOR Task Force on Non-Probability Sampling. AAPOR 2013. Available at https://www.aapor.org/AAPOR_Main/media/MainSiteFiles/NPS_TF_Report_Final_7_revised_FNL_6_22_13.pdf

Type: String (str19)

Unique values: 4,075

Missing "": 0/4,137

Examples: "2023-08-20 17:53:06"
"2023-08-21 22:03:40"
"2023-08-23 12:09:59"
"2023-08-24 13:53:00"

Warning: Variable has embedded blanks.

enddate EndDate

Type: String (str19)

Unique values: 4,077

Missing "": 0/4,137

Examples: "2023-08-20 18:20:53"
"2023-08-21 23:26:58"
"2023-08-23 12:25:21"
"2023-08-24 14:07:43"

Warning: Variable has embedded blanks.

progress Percentage of questionnaire completed

Type: Numeric (byte)

Range: [2,100]
Unique values: 24

Units: 1
Missing .: 0/4,137

Mean: 97.9314
Std. dev.: 12.055

Percentiles:	10%	25%	50%	75%	90%
	100	100	100	100	100

durationinseconds Duration (in seconds)

Type: Numeric (long)

Range: [2,523108]
Unique values: 1,164

Units: 1
Missing .: 0/4,137

locationlongitude LocationLongitude

Type: Numeric (byte)
Label: locationlongitude

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 147/4,137

Tabulation:	Freq.	Numeric	Label
	3,990	-3	Not released
	147	.	

distributionchannel DistributionChannel

Type: String (str9)

Unique values: 1 Missing "": 0/4,137

Tabulation:	Freq.	Value
	4,137	"anonymous"

userlanguage UserLanguage

Type: String (str2)

Unique values: 1 Missing "": 0/4,137

Tabulation:	Freq.	Value
	4,137	"EN"

follow Follow government, public affairs

Type: Numeric (byte)
Label: follow

Range: [1,4] Units: 1
Unique values: 4 Missing .: 13/4,137

Tabulation:	Freq.	Numeric	Label
	1,964	1	1. Most of the time
	1,498	2	2. Some of the time
	437	3	3. Only now and then

225 4 4. Hardly at all
13 .

turnout Voter turnout standard wording

Type: Numeric (byte)
Label: turnout

Range: [1,3] Units: 1
Unique values: 3 Missing .: 2,046/4,137

Tabulation:	Freq.	Numeric	Label
	1,731	1	1. Definitely voted
	329	2	2. Definitely did not vote
	31	3	3. Not completely sure
	2,046	.	

turnout2 Voter turnout follow-up

Type: Numeric (byte)
Label: turnout2

Range: [1,2] Units: 1
Unique values: 2 Missing .: 4,106/4,137

Tabulation:	Freq.	Numeric	Label
	7	1	1. Probably did vote
	24	2	2. Probably did not vote
	4,106	.	

pipevote Voter turnout genuine pipeline version

Type: Numeric (byte)
Label: pipevote

Range: [1,2] Units: 1
Unique values: 2 Missing .: 2,117/4,137

Tabulation:	Freq.	Numeric	Label
	1,588	1	1. Voted
	432	2	2. Did not vote
	2,117	.	

217 5 5. Never
31 .

privacy Worry about personal privacy

Type: Numeric (byte)
Label: privacy

Range: [1,5] Units: 1
Unique values: 5 Missing .: 59/4,137

Tabulation:	Freq.	Numeric	Label
	758	1	1. A great deal
	1,007	2	2. A lot
	1,464	3	3. A moderate amount
	749	4	4. A little
	100	5	5. Not at all
	59	.	.

pid1 Party identification (4-point)

Type: Numeric (byte)
Label: pid1

Range: [1,4] Units: 1
Unique values: 4 Missing .: 47/4,137

Tabulation:	Freq.	Numeric	Label
	1,653	1	1. Democrat
	1,216	2	2. Republican
	1,084	3	3. Independent
	137	4	4. Something else
	47	.	.

pid1d Democrat strength follow-up

Type: Numeric (byte)
Label: pid1d

Range: [1,2] Units: 1
Unique values: 2 Missing .: 2,485/4,137

Tabulation:	Freq.	Numeric	Label
	1,015	1	1. Strong Democrat

637 2 2. Not very strong Democrat
2,485 .

pid1r Republican strength follow-up

Type: Numeric (byte)
Label: pid1r

Range: [1,2] Units: 1
Unique values: 2 Missing .: 2,922/4,137

Tabulation:	Freq.	Numeric	Label
	717	1	1. Strong Republican
	498	2	2. Not very strong Republican
	2,922	.	

pid1o Party lean follow-up

Type: Numeric (byte)
Label: pid1o

Range: [1,3] Units: 1
Unique values: 3 Missing .: 2,900/4,137

Tabulation:	Freq.	Numeric	Label
	300	1	1. Closer to Republican party
	387	2	2. Closer to Democratic party
	550	3	3. Neither
	2,900	.	

paper Prefer paper mode

Type: Numeric (byte)

Range: [1,3] Units: 1
Unique values: 3 Missing .: 40/4,137

Tabulation:	Freq.	Value
	1,190	1
	1,611	2
	1,296	3
	40	.

web

Prefer web mode

Type: Numeric (byte)

Range: [1,3]
Unique values: 3

Units: 1
Missing .: 40/4,137

Tabulation:	Freq.	Value
	3,240	1
	752	2
	105	3
	40	.

phone

Prefer phone mode

Type: Numeric (byte)

Range: [1,3]
Unique values: 3

Units: 1
Missing .: 48/4,137

Tabulation:	Freq.	Value
	1,736	1
	1,094	2
	1,259	3
	48	.

video

Prefer video mode

Type: Numeric (byte)

Range: [1,3]
Unique values: 3

Units: 1
Missing .: 43/4,137

Tabulation:	Freq.	Value
	894	1
	1,185	2
	2,015	3
	43	.

ftf

Prefer face-to-face mode

Type: Numeric (byte)

Range: [1,3] Units: 1
Unique values: 3 Missing .: 45/4,137

Tabulation:	Freq.	Value
	757	1
	1,000	2
	2,335	3
	45	.

signup_1_4 Treatment 1, provided name

Type: Numeric (byte)
Label: signup_1_4

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,888/4,137

Tabulation:	Freq.	Numeric	Label
	249	-3	Not released
	3,888	.	

signup_1_5 Treatment 1, provided phone number

Type: Numeric (byte)
Label: signup_1_5

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,891/4,137

Tabulation:	Freq.	Numeric	Label
	246	-3	Not released
	3,891	.	

signup_2_4 Treatment 2, provided name

Type: Numeric (byte)
Label: signup_2_4

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,913/4,137

Tabulation:	Freq.	Numeric	Label
	224	-3	Not released
	3,913	.	

signup_2_5 Treatment 2, provided phone number

Type: Numeric (byte)
Label: signup_2_5

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,918/4,137

Tabulation:	Freq.	Numeric	Label
	219	-3	Not released
	3,918	.	

signup_3_4 Treatment 3, provided name

Type: Numeric (byte)
Label: signup_3_4

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,896/4,137

Tabulation:	Freq.	Numeric	Label
	241	-3	Not released
	3,896	.	

signup_3_5 Treatment 3, provided phone number

Type: Numeric (byte)
Label: signup_3_5

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,901/4,137

Tabulation:	Freq.	Numeric	Label
	236	-3	Not released
	3,901	.	

signup_4_4 Treatment 4, provided name

Type: Numeric (byte)
Label: signup_4_4

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,909/4,137

Tabulation:	Freq.	Numeric	Label
	228	-3	Not released
	3,909	.	

signup_4_5 Treatment 4, provided phone number

Type: Numeric (byte)
Label: signup_4_5

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,911/4,137

Tabulation:	Freq.	Numeric	Label
	226	-3	Not released
	3,911	.	

signup_5_4 Treatment 5, provided name

Type: Numeric (byte)
Label: signup_5_4

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,913/4,137

Tabulation:	Freq.	Numeric	Label
	224	-3	Not released
	3,913	.	

signup_5_5 Treatment 5, provided phone number

Type: Numeric (byte)
Label: signup_5_5

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,916/4,137

Tabulation:	Freq.	Numeric	Label
	221	-3	Not released
	3,916	.	

signup_6_4 Treatment 6, provided name

Type: Numeric (byte)
Label: signup_6_4

Range: [-3,-3] Units: 1
Unique values: 1 Missing : 3,926/4,137

Tabulation:	Freq.	Numeric	Label
	211	-3	Not released
	3,926	.	

signup_6_5 Treatment 6, provided phone number

Type: Numeric (byte)
Label: signup_6_5

Range: [-3,-3] Units: 1
Unique values: 1 Missing : 3,928/4,137

Tabulation:	Freq.	Numeric	Label
	209	-3	Not released
	3,928	.	

signup_7_4 Treatment 7, provided name

Type: Numeric (byte)
Label: signup_7_4

Range: [-3,-3] Units: 1
Unique values: 1 Missing : 3,892/4,137

Tabulation:	Freq.	Numeric	Label
	245	-3	Not released
	3,892	.	

signup_7_5 Treatment 7, provided phone number

Type: Numeric (byte)
Label: signup_7_5

Range: [-3,-3] Units: 1
Unique values: 1 Missing : 3,898/4,137

```
Tabulation: Freq.  Numeric  Label
              239      -3  Not released
              3,898      .
```

signup_8_4 Treatment 8, provided name

```
      Type: Numeric (byte)
      Label: signup_8_4
```

```
      Range: [-3,-3]                Units: 1
Unique values: 1                    Missing .: 3,902/4,137
```

```
Tabulation: Freq.  Numeric  Label
              235      -3  Not released
              3,902      .
```

signup_8_5 Treatment 8, provided phone number

```
      Type: Numeric (byte)
      Label: signup_8_5
```

```
      Range: [-3,-3]                Units: 1
Unique values: 1                    Missing .: 3,904/4,137
```

```
Tabulation: Freq.  Numeric  Label
              233      -3  Not released
              3,904      .
```

signup_9_4 Treatment 9, provided name

```
      Type: Numeric (byte)
      Label: signup_9_4
```

```
      Range: [-3,-3]                Units: 1
Unique values: 1                    Missing .: 3,905/4,137
```

```
Tabulation: Freq.  Numeric  Label
              232      -3  Not released
              3,905      .
```

signup_9_5 Treatment 9, provided phone number

217 -3 Not released
3,920 .

signup_11_5 Treatment 11, provided phone number

Type: Numeric (byte)
Label: signup_11_5

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,923/4,137

Tabulation:	Freq.	Numeric	Label
	214	-3	Not released
	3,923	.	

signup_12_4 Treatment 12, provided name

Type: Numeric (byte)
Label: signup_12_4

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,900/4,137

Tabulation:	Freq.	Numeric	Label
	237	-3	Not released
	3,900	.	

signup_12_5 Treatment 12, provided phone number

Type: Numeric (byte)
Label: signup_12_5

Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 3,902/4,137

Tabulation:	Freq.	Numeric	Label
	235	-3	Not released
	3,902	.	

signup_agree Agree to phone interview

Type: Numeric (byte)

Label: signup_ag
Range: [1,2] Units: 1
Unique values: 2 Missing .: 119/4,137

Tabulation:	Freq.	Numeric	Label
	2,629	1	1. Agree to phone interview
	1,389	2	2. Decline phone interview
	119	.	

signup_catch Phone number follow-up

Type: Numeric (byte)
Label: signup_catch
Range: [-3,-3] Units: 1
Unique values: 1 Missing .: 4,130/4,137

Tabulation:	Freq.	Numeric	Label
	7	-3	Not released
	4,130	.	

part_ftf Agree to FTF interview

Type: Numeric (byte)
Label: part_ftf
Range: [1,4] Units: 1
Unique values: 4 Missing .: 108/4,137

Tabulation:	Freq.	Numeric	Label
	787	1	1. Definitely willing
	803	2	2. Probably willing
	978	3	3. Probably not willing
	1,461	4	4. Definitely not willing
	108	.	

mancheck Manipulation check

Type: Numeric (byte)
Label: mancheck
Range: [1,5] Units: 1
Unique values: 5 Missing .: 129/4,137

Tabulation:	Freq.	Numeric	Label
	217	1	1. National Household Education Surveys Program
	399	2	2. National Studies of American Life
	157	3	3. American Community Survey
	3,166	4	4. American National Election Studies
	69	5	5. National Health Interview Survey
	129	.	

 birthyr Birth year

Type: Numeric (int)
 Range: [1929,2005] Units: 1
 Unique values: 72 Missing .: 128/4,137
 Mean: 1975.62
 Std. dev.: 16.1143
 Percentiles: 10% 25% 50% 75% 90%
 1954 1962 1977 1989 1997

 sex Respondent sex

Type: Numeric (byte)
 Label: sex
 Range: [1,2] Units: 1
 Unique values: 2 Missing .: 126/4,137

Tabulation:	Freq.	Numeric	Label
	1,923	1	1. Male
	2,088	2	2. Female
	126	.	

 ethnicity Hispanic ethnicity

Type: Numeric (byte)
 Label: ethnicity

Range: [1,5] Units: 1
Unique values: 5 Missing .: 121/4,137

Tabulation:	Freq.	Numeric	Label
	3,507	1	1. Not Hispanic, Latino, Spanish origin
	240	2	2. Mexican, Mexican Am., Chicano
	92	3	3. Puerto Rican
	45	4	4. Cuban
	132	5	5. Another Hispanic, Latino, Spanish origin
	121	.	

race_1 White

Type: Numeric (byte)
Label: race

Range: [0,1] Units: 1
Unique values: 2 Missing .: 0/4,137

Tabulation:	Freq.	Numeric	Label
	1,027	0	0. Not selected
	3,110	1	1. Selected

race_2 Black or African American

Type: Numeric (byte)
Label: race

Range: [0,1] Units: 1
Unique values: 2 Missing .: 0/4,137

Tabulation:	Freq.	Numeric	Label
	3,535	0	0. Not selected
	602	1	1. Selected

race_3 American Indian or Alaska Native

Type: Numeric (byte)
Label: race

Range: [0,1] Units: 1


```

citizens
155      4  4. Yes, by naturalization
55       5  5. No, not U.S. citizen
132      .

```

```

-----
education                                     Education level
-----

```

```

Type: Numeric (byte)
Label: edu

Range: [1,4]                               Units: 1
Unique values: 4                           Missing .: 136/4,137

```

Tabulation:	Freq.	Numeric	Label
	240	1	1. Less than HS
	917	2	2. HS diploma
	1,206	3	3. Some college
	1,638	4	4. Bachelor's or more
	136	.	.

```

-----
marital                                       Marital status
-----

```

```

Type: Numeric (byte)
Label: marital

Range: [1,5]                               Units: 1
Unique values: 5                           Missing .: 125/4,137

```

Tabulation:	Freq.	Numeric	Label
	1,986	1	1. Now married
	182	2	2. Widowed
	471	3	3. Divorced
	82	4	4. Separated
	1,291	5	5. Never married
	125	.	.

```

-----
zip                                           Zip code
-----

```

```

Type: Numeric (byte)
Label: zip

Range: [-3,-3]                             Units: 1
Unique values: 1                           Missing .: 132/4,137

```

Tabulation:	Freq.	Numeric	Label
	4,005	-3	Not released
	132	.	

state State

Type: Numeric (byte)
Label: state

Range: [1,52] Units: 1
Unique values: 51 Missing .: 136/4,137

Examples: 10 FL
19 LA
33 NY
44 TN

employment Employed

Type: Numeric (byte)
Label: employment

Range: [1,2] Units: 1
Unique values: 2 Missing .: 121/4,137

Tabulation:	Freq.	Numeric	Label
	2,365	1	1. Yes
	1,651	2	2. No
	121	.	

income Income

Type: Numeric (double)

Range: [0,999999] Units: .001
Unique values: 575 Missing .: 267/4,137

Mean: 81689.6
Std. dev.: 78396.9

Percentiles:	10%	25%	50%	75%	90%
	10000	29999	65000	120000	160000

inccat Income category

Type: Numeric (byte)
Label: inccat

Range: [1,6] Units: 1
Unique values: 6 Missing .: 3,967/4,137

Tabulation:	Freq.	Numeric	Label
	54	1	1. Under \$9,999
	15	2	2. \$10,000-29,000
	22	3	3. \$30,000-59,999
	39	4	4. \$60,000-99,999
	34	5	5. \$100,000-249,999
	6	6	6. \$250,000 or more
	3,967	.	

hometen Home tenure

Type: Numeric (byte)
Label: hometen

Range: [1,3] Units: 1
Unique values: 3 Missing .: 154/4,137

Tabulation:	Freq.	Numeric	Label
	2,503	1	1. Own/bought by household member
	1,284	2	2. Rented for cash
	196	3	3. Occupied without payment of cash rent
	154	.	

part_uni Effect on participation: universities

Type: Numeric (byte)
Label: part

Range: [1,5] Units: 1
Unique values: 5 Missing .: 144/4,137

Tabulation:	Freq.	Numeric	Label
	742	1	1. Much more
	1,003	2	2. A little more
	2,137	3	3. No more and no less

```

        66      4  4. A little less
        45      5  5. Much less
       144      .

```

```

-----
part_nsf                               Effect on participation: Natl Sci Foundation
-----

```

```

      Type: Numeric (byte)
      Label: part

```

```

      Range: [1,5]                               Units: 1
Unique values: 5                               Missing  .: 157/4,137

```

```

Tabulation: Freq.  Numeric  Label
             657      1  1. Much more
             939      2  2. A little more
            2,279     3  3. No more and no less
              34      4  4. A little less
              71      5  5. Much less
             157      .

```

```

-----
res                                       Like/dislike researchers
-----

```

```

      Type: Numeric (byte)
      Label: res

```

```

      Range: [1,5]                               Units: 1
Unique values: 5                               Missing  .: 150/4,137

```

```

Tabulation: Freq.  Numeric  Label
             1,621     1  1. Like a lot
             1,245     2  2. Like a little
             1,045     3  3. Neither like nor dislike
              54      4  4. Dislike a little
              22      5  5. Dislike a lot
             150      .

```

```

-----
uni                                       Like/dislike universities
-----

```

```

      Type: Numeric (byte)
      Label: uni

```

```

      Range: [1,5]                               Units: 1
Unique values: 5                               Missing  .: 151/4,137

```


Range: [1,5] Units: 1
Unique values: 5 Missing .: 147/4,137

Tabulation:	Freq.	Numeric	Label
	2,000	1	1. Like a lot
	1,067	2	2. Like a little
	770	3	3. Neither like nor dislike
	101	4	4. Dislike a little
	52	5	5. Dislike a lot
	147	.	.

research Like/dislike scientific research

Type: Numeric (byte)
Label: research

Range: [1,5] Units: 1
Unique values: 5 Missing .: 171/4,137

Tabulation:	Freq.	Numeric	Label
	1,916	1	1. Like a lot
	1,104	2	2. Like a little
	775	3	3. Neither like nor dislike
	120	4	4. Dislike a little
	51	5	5. Dislike a lot
	171	.	.

news Like/dislike news organizations

Type: Numeric (byte)
Label: news

Range: [1,5] Units: 1
Unique values: 5 Missing .: 168/4,137

Tabulation:	Freq.	Numeric	Label
	603	1	1. Like a lot
	1,088	2	2. Like a little
	1,260	3	3. Neither like nor dislike
	634	4	4. Dislike a little
	384	5	5. Dislike a lot
	168	.	.

prof Like/dislike college professors

```

-----
                Type: Numeric (byte)
                Label: prof

                Range: [1,5]
Unique values: 5                                Units: 1
                                                Missing .: 166/4,137

                Tabulation: Freq.   Numeric  Label
                            1,204      1  1. Like a lot
                            1,240      2  2. Like a little
                            1,177      3  3. Neither like nor dislike
                             216       4  4. Dislike a little
                             134       5  5. Dislike a lot
                             166       .

```

```

-----
opine                                Like/dislike giving your political opinions
-----

```

```

                Type: Numeric (byte)
                Label: opine

                Range: [1,5]
Unique values: 5                                Units: 1
                                                Missing .: 163/4,137

                Tabulation: Freq.   Numeric  Label
                            1,281      1  1. Like a lot
                            1,181      2  2. Like a little
                            1,097      3  3. Neither like nor dislike
                             299       4  4. Dislike a little
                             116       5  5. Dislike a lot
                             163       .

```

```

-----
like2_do_research                    like2_D0_research
-----

```

```

                Type: Numeric (byte)

                Range: [1,4]
Unique values: 4                                Units: 1
                                                Missing .: 140/4,137

                Tabulation: Freq.  Value
                            1,026   1
                             982    2
                             974    3
                            1,015   4
                             140    .

```

like2_do_news like2_DO_news

Type: Numeric (byte)

Range: [1,4] Units: 1
Unique values: 4 Missing .: 140/4,137

Tabulation:	Freq.	Value
	981	1
	990	2
	1,001	3
	1,025	4
	140	.

like2_do_prof like2_DO_prof

Type: Numeric (byte)

Range: [1,4] Units: 1
Unique values: 4 Missing .: 140/4,137

Tabulation:	Freq.	Value
	1,005	1
	1,018	2
	1,002	3
	972	4
	140	.

like2_do_opine like2_DO_opine

Type: Numeric (byte)

Range: [1,4] Units: 1
Unique values: 4 Missing .: 140/4,137

Tabulation:	Freq.	Value
	985	1
	1,007	2
	1,020	3
	985	4
	140	.

dejavu Number times completed study

```

-----
                Type: Numeric (byte)
                Label: dejavu

                Range: [1,3]
Unique values: 3                                Units: 1
                                                Missing .: 155/4,137

                Tabulation: Freq.   Numeric  Label
                           3,795      1  1. Zero
                           103        2  2. Once before
                           84         3  3. Twice or more
                           155        .

```

```

-----
serious                                                    Serious response
-----

```

```

                Type: Numeric (byte)

                Range: [1,5]
Unique values: 5                                Units: 1
                                                Missing .: 150/4,137

                Tabulation: Freq.  Value
                           23     1
                           68     2
                           79     3
                           172    4
                           3,645  5
                           150    .

```

```

-----
ran_vote                                                    Randomization: turnout or pipevote
-----

```

```

                Type: Numeric (byte)
                Label: ran_vote

                Range: [1,2]
Unique values: 2                                Units: 1
                                                Missing .: 0/4,137

                Tabulation: Freq.   Numeric  Label
                           2,106      1  1. turnout
                           2,031      2  2. pipevote

```

```

-----
ran_msg                                                    Randomized message
-----

```

```

                Type: Numeric (byte)

```

Range: [1,12] Units: 1
Unique values: 12 Missing .: 0/4,137

Mean: 6.49069
Std. dev.: 3.45137

Percentiles: 10% 25% 50% 75% 90%
2 3 7 9 11

dup_ip Duplicate IP address

Type: Numeric (byte)

Range: [0,5] Units: 1
Unique values: 6 Missing .: 0/4,137

Tabulation: Freq. Value
4,015 0
58 1
57 2
5 3
1 4
1 5

dup_respid Duplicate respondent ID

Type: Numeric (byte)
Label: dup_respid

Range: [0,0] Units: 1
Unique values: 1 Missing .: 0/4,137

Tabulation: Freq. Numeric Label
4,137 0 0. No duplication

qual Qualified respondent

Type: Numeric (byte)
Label: qual

Range: [0,1] Units: 1
Unique values: 2 Missing .: 0/4,137

Tabulation:	Freq.	Numeric	Label
	513	0	0. Not qualified respondent
	3,624	1	1. Qualified respondent

 resp_time Response time greater than 1/3 median

Type: Numeric (byte)
 Range: [1,1] Units: 1
 Unique values: 1 Missing .: 62/4,137

Tabulation:	Freq.	Value
	4,075	1
	62	.

 wellqual Well-qualified respondent

Type: Numeric (byte)
 Label: wellqual
 Range: [0,1] Units: 1
 Unique values: 2 Missing .: 0/4,137

Tabulation:	Freq.	Numeric	Label
	1,401	0	0. Not well-qualified respondent
	2,736	1	1. Well-qualified respondent

 rrid Racial identity

Type: Numeric (byte)
 Label: rrid
 Range: [1,4] Units: 1
 Unique values: 4 Missing .: 24/4,137

Tabulation:	Freq.	Numeric	Label
	2,634	1	1. White non-Hispanic
	505	2	2. Black non-Hispanic
	597	3	3. Hispanic
	377	4	4. Other/multiracial non-Hispanic
	24	.	

rpid Party identification

Type: Numeric (byte)
Label: rpid7

Range: [1,7] Units: 1
Unique values: 7 Missing .: 51/4,137

Tabulation:	Freq.	Numeric	Label
	1,015	1	1. Strong Democrat
	637	2	2. Not very strong Democrat
	378	3	3. Independent lean Democrat
	544	4	4. Independent
	297	5	5. Independent lean Republican
	498	6	6. Not very strong Republican
	717	7	7. Strong Republican
	51	.	

ran_spons Randomly assigned sponsor

Type: Numeric (byte)
Label: ran_spons

Range: [1,4] Units: 1
Unique values: 4 Missing .: 0/4,137

Tabulation:	Freq.	Numeric	Label
	1,066	1	1. Michigan
	990	2	2. Michigan, Stanford, Duke, Texas
	1,058	3	3. Nonpartisan, Michigan, Stanford, Duke, Texas
	1,023	4	4. Government-funded, nonpartisan, Michigan, Stanford, Duke, Texas

ran_mes Randomly assigned message

Type: Numeric (byte)
Label: ran_mes

Range: [1,3] Units: 1
Unique values: 3 Missing .: 0/4,137

Tabulation:	Freq.	Numeric	Label
	1,370	1	1. Life in U.S. today
	1,344	2	2. All different points of view
	1,423	3	3. Critical to include your voice

res_q_order Question order in grid: res

Type: Numeric (byte)

Range: [1,5] Units: 1
Unique values: 5 Missing .: 137/4,137

Tabulation:	Freq.	Value
	822	1
	801	2
	810	3
	756	4
	811	5
	137	.

uni_q_order Question order in grid: uni

Type: Numeric (byte)

Range: [1,5] Units: 1
Unique values: 5 Missing .: 137/4,137

Tabulation:	Freq.	Value
	812	1
	835	2
	767	3
	811	4
	775	5
	137	.

surv_q_order Question order in grid: surv

Type: Numeric (byte)

Range: [1,5] Units: 1
Unique values: 5 Missing .: 137/4,137

Tabulation:	Freq.	Value
-------------	-------	-------

797 1
802 2
832 3
765 4
804 5
137 .

journal_q_order Question order in grid: journal

Type: Numeric (byte)

Range: [1,5] Units: 1
Unique values: 5 Missing .: 137/4,137

Tabulation: Freq. Value
809 1
824 2
763 3
828 4
776 5
137 .

teach_q_order Question order in grid: teach

Type: Numeric (byte)

Range: [1,5] Units: 1
Unique values: 5 Missing .: 137/4,137

Tabulation: Freq. Value
760 1
738 2
828 3
840 4
834 5
137 .

research_q_order Question order in grid: research

Type: Numeric (byte)

Range: [1,4] Units: 1
Unique values: 4 Missing .: 140/4,137

```

Tabulation: Freq. Value
            1,026  1
              982  2
              974  3
            1,015  4
              140  .

```

news_q_order Question order in grid: news

Type: Numeric (byte)

Range: [1,4] Units: 1
Unique values: 4 Missing .: 140/4,137

```

Tabulation: Freq. Value
            981  1
            990  2
          1,001  3
          1,025  4
            140  .

```

prof_q_order Question order in grid: prof

Type: Numeric (byte)

Range: [1,4] Units: 1
Unique values: 4 Missing .: 140/4,137

```

Tabulation: Freq. Value
          1,005  1
          1,018  2
          1,002  3
            972  4
            140  .

```

opine_q_order Question order in grid: opine

Type: Numeric (byte)

Range: [1,4] Units: 1
Unique values: 4 Missing .: 140/4,137

```

Tabulation: Freq. Value
            985  1

```

```

1,007 2
1,020 3
 985 4
 140 .

```

```
-----
rname                                     R provided name
-----
```

```

Type: Numeric (byte)
Label: rname

```

```

Range: [0,1]                               Units: 1
Unique values: 2                           Missing .: 0/4,137

```

```

Tabulation: Freq.  Numeric  Label
             1,354      0     0. Did not provide name
             2,783      1     1. Provided name

```

```
-----
rphone                                    R provided phone number
-----
```

```

Type: Numeric (byte)
Label: rphone

```

```

Range: [0,1]                               Units: 1
Unique values: 2                           Missing .: 0/4,137

```

```

Tabulation: Freq.  Numeric  Label
             1,396      0     0. Did not provide phone number
             2,741      1     1. Provided phone number

```

```
-----
rcontact                                  R provided name and phone number
-----
```

```

Type: Numeric (byte)
Label: rcontact

```

```

Range: [0,1]                               Units: 1
Unique values: 2                           Missing .: 0/4,137

```

```

Tabulation: Freq.  Numeric  Label
             1,397      0     0. R did not provide name and
                               phone number
             2,740      1     1. R provided name and phone
                               number

```

