
Project Code: UTEX0005

Project Name: Texas Statewide Series, Pt 1 Prepared for: Daron Shaw & Jim Henson

Interviews: 613

Field Period: Oct 15-21, 2008

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Matching and Weighting

Polimetrix interviewed 807 respondents who were then matched down to a sample of 613 to produce the final dataset. The respondents were matched on gender, age, race, education, party identification and political interest. Polimetrix then weighted the matched set of survey respondents to known marginals for the general population of Texas from the 2006 American Community Survey. Those marginals are shown below.

Age: 18-34: 33.45% 35-54: 39.08% 55+: 27.53%

Q46 before

Gender: Male: 48.97% Female: 51.03%

Race: White/Other: 57.63% Black: 10.94% Hispanic: 31.43%

Education: HS or less:

HS or less: 49.23% Some College: 28.49% College Graduate: 15.23% Post-graduate: 7.50%

Variable List

______ Description _____ caseid Case ID Case Weight Treatment level weight randtrt State of residence stateres Survey language preference langpref 01 Registered to vote in state of Texas Q2 Political Interest Q3 Following presidential campaign Likelihood to vote in November elections Q4 Presidential vote choice 05 Q5a Certainty of Presidential vote choice Q5b Leaning toward Presidential candidate Q6 Senate vote choice Certainty of Senate vote choice Q6a Leaning toward Senate candidate Q6b Q7 Vote if election between Palin and Biden Q8 Thermometer - George W. Bush 09 Thermometer - John McCain Thermometer - Barack Obama Q10 Q11 Thermometer - Sarah Palin Thermometer - Joe Biden Thermometer - Rick Perry Q12 Q13 Thermometer - Kay Bailey Hutchison 014 015 Thermometer - John Cornyn Thermometer - Rick Noriega Q16 Q17 Thermometer - Jeremiah Wright 018 Thermometer - Hillary Clinton 019 Thermometer - Bill Clinton

Before treatment - Bush job approval

```
Treatment A1: Barack Obama - Really cares about the
Q22A
                       average person
Q24A
                       Treatment A1: Barack Obama - Competent
                       Treatment Al: Barack Obama - Inspiring
Q26A
                       Treatment A1: Barack Obama - Provides strong leadership
Treatment A1: John McCain - Really cares about the average
028A
Q23A
                       person
Q25A
                       Treatment A1: John McCain - Competent
                       Treatment Al: John McCain - Inspiring
027A
029A
                       Treatment A1: John McCain - Provides strong leadership
Q22A2
                       Treatment A2: Barack Obama - Really cares about the
                       average person
                       Treatment A2: Barack Obama - Competent
Q24A2
Q26A2
                       Treatment A2: Barack Obama - Inspiring
                       Treatment A2: Barack Obama - Provides strong leadership
Treatment A2: John McCain - Really cares about the average
Q28A2
Q23A2
                       person
Q25A2
                       Treatment A2: John McCain - Competent
027A2
                       Treatment A2: John McCain - Inspiring
029A2
                       Treatment A2: John McCain - Provides strong leadership
Q22B
                       Treatment B: Barack Obama - Intelligent
                       Treatment B: Barack Obama - Compassionate
Q24B
                       Treatment B: Barack Obama - Honest
026B
Q28B
                       Treatment B: Barack Obama - Really cares about the average
                       person
Q30B
                       Treatment B: Barack Obama - Really understands the average
                       person
Q32B
                       Treatment B: Barack Obama - Competent
                       Treatment B: Barack Obama - Inspiring
Q34B
                       Treatment B: Barack Obama - Provides strong leadership
Q36B
038B
                       Treatment B: Barack Obama - Experienced
                       Treatment B: Barack Obama - Has good judgment Treatment B: Barack Obama - Moral
Q40B
Q42B
Q44B
                       Treatment B: Barack Obama - Patriotic
                       Treatment B: John McCain - Intelligent
Q23B
                       Treatment B: John McCain - Compassionate
025B
027B
                       Treatment B: John McCain - Honest
Q29B
                       Treatment B: John McCain - Really cares about the average
                       person
Q31B
                       Treatment B: John McCain - Really understands the average
                       person
                       Treatment B: John McCain - Competent Treatment B: John McCain - Inspiring
Q33B
Q35B
                       Treatment B: John McCain - Provides strong leadership
037B
039B
                       Treatment B: John McCain - Experienced
Q41B
                       Treatment B: John McCain - Has good judgment
Q43B
                       Treatment B: John McCain - Moral
Q45B
                       Treatment B: John McCain - Patriotic
Q46_after
                       After treatment - Bush job approval
                       Country compared to a year ago: Economically
Q47
                       Family compared to a year ago: Economically Children when older: Economically
Q48
Q49
q50
                       Important that US elect a woman as president in near future
q51
                       Important that US elect a black person as president in
                       near future
Q52
                       Amount of presidential debates watched
                       Liked/disliked - John McCain
Liked/disliked - Barrack Obama
q53
q54
Q55
                       Amount of vice presidential debate watched
                       Liked/disliked - Sarah Palin
Liked/disliked - Joe Biden
q56
Q57
                       Positive/negative - The McCain campaign
q58
                       Positive/negative - The Obama campaign
059
                       Rick Perry job approval
q61_new
                       US Congress job approval - Economy
q61_new2
                       US Congress job approval - Energy
                       Self placement on scale - Illegal immigration
a62
Q62a
                       McCain placement on scale - Illegal immigration
```

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Obama placement on scale - Illegal immigration
 q63
                                                          Self placement on scale - Taxes
 q63a
                                                          Obama placement on scale - Taxes
 q63b
                                                         McCain placement on scale - Taxes
 a64
                                                          Self placement on scale - Energy
 q64a
                                                          Obama placement on scale - Energy
                                                         McCain placement on scale - Energy
 q64b
 q65
                                                         Self placement on scale - Health insurance
                                                         McCain placement on scale - Health insurance
 q65a
                                                         Obama placement on scale - Health insurance
 a65b
 q66x1
                                                         Self placement on scale - Financial bailout
 q66x2
                                                         McCain placement on scale - Financial bailout
                                                         Obama placement on scale - Financial bailout
 q66x3
Q66_percentage_of
Q67_percentage_of
Q68_percentage_of
Q69_percentage_of
Q71_percentage_of
Q71_percenta
 Q71a_percentage_of Percentage of information from Newspapers
 q72a
                                                         Media fairness toward John McCain
 Q72b
                                                         Media fairness toward Barack Obama
 072c
                                                         Media fairness toward Sarah Palin
 Q72d
                                                         Media fairness toward Joe Biden
                                       Media fairness toward Hillary Clinton
Political orientation - Self
Political orientation - Democratic Party
Political orientation - Republican Party
Political orientation - John McCain
Political orientation - Barack Obama
Political orientation - Joe Biden
Political orientation - Sarah Palin
7 point Party ID
3 point party ID
Do you think of yourself as closer to the Democratic or the Republican Party?
Untrue statement
Barack Obama's religion
True statement about Sarah Palin
                                                      Media fairness toward Hillary Clinton
 Q72e
 LIBCON
 LIBCONb
 LIBCONc
 LIBCONd
LIBCONe
LIBCONf
 LIBCONg
 pid7
 pid3
 pid7others
 INFO2
                                           True statement about Sarah Palin
Birth year
Urban/Suburban/Rural
Marital Status
Family income
 INFO3
 AGE
 LOCATE
 MARRIED
educ Education
religion Religious affiliation
bornagain Describe self as born-again or evangelical Christian
attend Frequency attend religious services
relig_import Importance of religion in life
hisp Consider self to be Hispanic/Latino
 income
 race
                                                         Race
 gender
                                                         Gender
 ______
                                                                          Verbatims
 ______
 Q5_t
                                           Presidential vote choice - other
 q6_t
                                                         Senate vote choice - other
Q20 Most important problem facing country today
Q21 Most important problem facing Texas
pid3_t 3 point party ID - other
COUNTY Texas county of residence
child18num Number of children under age of 18
relig_t Religious affiliation - other
ETHNIC Primary ethnic heritage
```

Variable Map and Codebook

Name: caseid Description: Case ID

Name: weight Description: Case Weight

Name: randtrt
Description: Treatment level

Count Code Label 208 1 A_1 196 2 A_2 209 3 B 8 Skipped 0 0 9 Not Asked

stateres

0

0

0

Description: State of residence

Count Code Label 1 Alabama 2 Alaska 4 Arizona 5 Arkansas 0 0 0 0 6 California 0 8 Colorado 0 0 9 Connecticut 0 10 Delaware 0 11 District of Columbia 0 12 Florida 0 13 Georgia 15 Hawaii 0 16 Idaho 0 17 Illinois 0 18 Indiana 0 0 19 Iowa 20 Kansas 0 0 21 Kentucky 0 22 Louisiana 0 23 Maine 0 24 Maryland 25 Massachusetts 0 26 Michigan 0 0 27 Minnesota 0 28 Mississippi 29 Missouri 0 0 30 Montana 0 31 Nebraska 0 32 Nevada 0 33 New Hampshire 34 New Jersey 0 35 New Mexico 0 0 36 New York 0 37 North Carolina

38 North Dakota

39 Ohio

40 Oklahoma 41 Oregon

```
0
     42 Pennsylvania
 0
     44 Rhode Island
 0
     45 South Carolina
 0
     46 South Dakota
     47 Tennessee
48 Texas
 0
613
     49 Utah
 0
     50 Vermont
 0
     51 Virginia
 0
 0
     53 Washington
 0
     54 West Virginia
 0
     55 Wisconsin
 0
     56 Wyoming
 0
     60 American Samoa
     64 Federated States of Micronesia
 0
     66 Guam
 0
     68 Marshall Islands
 0
     69 Northern Mariana Islands
 0
 0
     70 Palau
 0
     72 Puerto Rico
     74 U.S. Minor Outlying Islands
 0
 0
     78 Virgin Islands
 0
     81 Alberta
     82 British Columbia
 0
     83 Manitoba
 0
 0
     84 New Brunswick
     85 Newfoundland
 0
     86 Northwest Territories
 0
     87 Nova Scotia
 0
     88 Nunavut
     89 Ontario
 0
 0
     90 Prince Edward Island
     91 Quebec
 0
     92 Saskatchewan
 0
     93 Yukon Territory
 0
     99 Not in the U.S. or Canada
    998 Skipped
 0 999 Not Asked
```

Name: langpref

Description: Survey language preference

Count Code Label
---- 204 1 English
15 2 Spanish
0 8 Skipped
394 9 Not Asked

Name: Q1

Description: Registered to vote in state of Texas

Count Code Label
---- 534 1 Yes
63 2 No
15 8 Not sure
2 98 Skipped
0 99 Not Asked

Name: Q2

Description: Political Interest

Count Code Label

```
16
            0 0 - Extremely uninterested
         6
        9
            3 3
        13
        14
        64
            5 5
        36
            6 6
        52
            7 7
            8 8
        68
        65
       267
           10 10 - Extremely interested
            98 Skipped
         3
         0
            99 Not Asked
Q3
Description: Following presidential campaign
      Count Code Label
           0 0 - Not at all
        21
         7
            1 1
         9
         8
            3 3
            4 4
        14
        51
            5 5
        36
            6 6
        48
            7 7
        67
            8 8
            9 9
        97
       254
           10 10 - Extremely closely
           98 Skipped
99 Not Asked
         2
         0
______
Description: Likelihood to vote in November elections
      Count Code Label
           0 0 - Definitely won't vote
        39
        5
            1 1
        10
        4
            3 3
         4
        33
            5 5
            6 6
         3
        12
            7 7
        21
            8 8
        26
            10 10 - Definitely will vote
       454
            98 Skipped
            99 Not Asked
_______
          Q5
Description: Presidential vote choice
      Count Code Label
       295
           1 John McCain
           2 Barack Obama
       230
        9
            3 Bob Barr
        17
            4 Other
           5 Undecided
8 Skipped
        61
        1
            9 Not Asked
```

```
Description: Certainty of Presidential vote choice
      Count Code Label
        1 0 Not at all certain0
        \cap
            1 1
        0
        3
            3 3
        2
           4 4
           5 In the middle5
        18
        6
        19
           8 8
        29
        39
            9 9
           10 Absolutely certain10
       430
           98 Skipped
        62
           99 Not Asked
______
Description: Leaning toward Presidential candidate
     Count Code Label
        3 1 John McCain
           2 Barack Obama
           3 Bob Barr
        0
           4 No leaning
8 Skipped
        48
        0
       552
           9 Not Asked
______
Name:
      06
Description: Senate vote choice
      Count Code Label
          1 John Cornyn (Republican)
2 Rick Noriega (Democrat)
3 Yvonne Adams Schick (Libertarian)
       194
        27
           4 Other
           5 Undecided
       138
           8 Skipped
            9 Not Asked
______
         Q6a
Description: Certainty of Senate vote choice
      Count Code Label
           0 0 - Not at all certain
           1 1
        0
            3 3
        4
        2
            5 5
        16
        21
            6 6
        30
            7 7
        36
           8 8
        39
          10 10 - Absolutely Certain
       322
           98 Skipped
        0
       141
           99 Not Asked
```

Q6b

Description: Leaning toward Senate candidate

Count Code Label

- 1 John Cornyn (Republican) 2 Rick Noriega (Democrat) 3 Yvonne Adams Schick (Libertarian) 11
- 114 4 No leaning 8 Skipped 0 475 9 Not Asked

Description: Vote if election between Palin and Biden

Count Code Label 291 1 Sarah Palin 246 2 Joe Biden 73 9 Unsure 73

3 98 Skipped 99 Not Asked

08

Description: Thermometer - George W. Bush

Count Code Label 59 998 Skipped 0 999 Not Asked

Name: 09

Description: Thermometer - John McCain

Count Code Label 37 998 Skipped 0 999 Not Asked

Name: 010

Description: Thermometer - Barack Obama

Count Code Label _____ 52 998 Skipped 0 999 Not Asked

Q11 Name:

Description: Thermometer - Sarah Palin

Count Code Label 47 998 Skipped 0 999 Not Asked

012

Description: Thermometer - Joe Biden

Count Code Label 37 998 Skipped 0 999 Not Asked

______ Q13 Description: Thermometer - Rick Perry Count Code Label 28 998 Skipped 0 999 Not Asked ______ Q14 Description: Thermometer - Kay Bailey Hutchison Count Code Label ____ ___ 5 998 Skipped 317 999 Not Asked ______ Name: Q15 Description: Thermometer - John Cornyn Count Code Label _____ 16 998 Skipped 297 999 Not Asked ______ Name: Q16 Description: Thermometer - Rick Noriega Count Code Label ____ ___ 15 998 Skipped 306 999 Not Asked ______ Name: Q17 Description: Thermometer - Jeremiah Wright Count Code Label 37 998 Skipped 295 999 Not Asked ______ Q18 Name: Description: Thermometer - Hillary Clinton Count Code Label ____ ___ 14 998 Skipped 325 999 Not Asked ______ Name: Q19 Description: Thermometer - Bill Clinton Count Code Label 17 998 Skipped 298 999 Not Asked ______ Q46_before

Description: Before treatment - Bush job approval

1

98 Skipped

```
Count Code Label
        18 1 Approve strongly
        53
           2 Approve somewhat
        30
            3 Neither approve nor disapprove
        31
            4 Disapprove somewhat
            5 Disapprove strongly
        65
            8 Skipped
        0
       417
            9 Not Asked
______
Name: Q22A
Description: Treatment A1: Barack Obama - Really cares about the average person
     Count Code Label
        2
            3 3
           4 4
5 In the middle5
        4
        30
        7
            7 7
        8
        22
           8 8
        12
           9 9
           10 Completely10
        40
        1
           98 Skipped
       405
           99 Not Asked
______
     Q24A
Description: Treatment Al: Barack Obama - Competent
     Count Code Label
        60 0 Not at all0
        14 1 1
           2 2
        12
        5
           4 4
5 In the middle5
6 6
        4
        23
        9
        13
            7 7
        15
           8 8
        14
            9 9
           10 Completely10
        39
        0
           98 Skipped
           99 Not Asked
       405
______
     Q26A
Description: Treatment Al: Barack Obama - Inspiring
     Count Code Label
      _____
        52
           0 Not at all0
        9
            1 1
            2 2
        11
            3 3
        9
            4 4
        2.0
           5 In the middle5
        9
           6 6
        10
            7 7
        19
           8 8
        18
            9 9
           10 Completely10
        45
```

```
405 99 Not Asked
```

```
______
Name: Q28A
Description: Treatment Al: Barack Obama - Provides strong leadership
     Count Code Label
       64 0 Not at all0
          1 1
       11
          2 2
           3 3
        8
          4 4
5 In the middle5
6 6
        7
       20
        7
       15
           7 7
       13
          8 8
       18
       36
          10 Completely10
        1 98 Skipped
       405 99 Not Asked
______
Description: Treatment Al: John McCain - Really cares about the average person
     Count Code Label
       9
          1 1
          2 2
       11
          3 3
4 4
       18
       11
          5 In the middle5
       43
          6 6
        7
       16
           7 7
       25
          8 8
       13
           9 9
          10 Completely10
       33
       0
          98 Skipped
      405 99 Not Asked
______
Name: Q25A
Description: Treatment Al: John McCain - Competent
     Count Code Label
         0 Not at all0
       13
        5
           1 1
        6
           3 3
        4
        5
           4 4
       46
          5 In the middle5
       23
       17
           7 7
       31
          8 8
       19
       40
          10 Completely10
          98 Skipped
       1
         99 Not Asked
      405
______
         Q27A
Description: Treatment Al: John McCain - Inspiring
```

Count Code Label

```
UTEX0005_CODEBOOK.txt
        30
            0 Not at all0
        8
            1 1
        13
            2 2
            3 3
        12
            4 4
5 In the middle5
        14
        47
            6 6
        14
        14
            7 7
        2.1
            8 8
        12
            9 9
        21
           10 Completely10
            98 Skipped
        1
       405
            99 Not Asked
Q29A
Description: Treatment Al: John McCain - Provides strong leadership
      Count Code Label
           0 Not at all0
        13
            1 1
        4
        10
         9
            3 3
        4
            4 4
           5 In the middle5
        48
        20
            6 6
        17
            7 7
        27
            8 8
            9 9
        16
        39
           10 Completely10
           98 Skipped
99 Not Asked
         1
       405
______
     022A2
Description: Treatment A2: Barack Obama - Really cares about the average person
      Count Code Label
        48
          0 Not at all0
        16
            1 1
            2 2
        5
        13
            3 3
        3
            4 4
        24
           5 In the middle5
        8
            6 6
        11
            7 7
        15
            8 8
        12
            9 9
        39
            10 Completely10
            98 Skipped
           99 Not Asked
       417
______
          Q24A2
Description: Treatment A2: Barack Obama - Competent
      Count Code Label
        42
           0 Not at all0
        13
            1 1
        16
            2 2
            3 3
        11
            4 4
```

5 In the middle5 6 6

24 5 19

```
17 8 8
6 9 9
35 10 Completely10
1 98 Skipped
417 99 Not Asked
```

Name: Q26A2

Description: Treatment A2: Barack Obama - Inspiring

```
Count Code Label
  1 1
2 2
  11
   9
   9
       3 3
       4 4
   4
      5 In the middle5
  26
  10
      6 6
  17
       7 7
      8 8
  17
  10
       9 9
      10 Completely10
  46
  2
      98 Skipped
     99 Not Asked
 417
```

Name: Q28A2

Description: Treatment A2: Barack Obama - Provides strong leadership

```
Count Code Label
      0 Not at all0
1 1
  45
   15
       2 2
   11
   8
   7
       5 In the middle5
   26
   5
        7 7
   14
   15
        8 8
   11
        9 9
        10 Completely10
   37
        98 Skipped
   1
  417
       99 Not Asked
```

Name: Q23A2

Description: Treatment A2: John McCain - Really cares about the average person

```
Count Code Label
      0 Not at all0
  28
       1 1
   8
   8
       3 3
  11
       4 4
5 In the middle5
   5
  27
   14
       6 6
  21
        7 7
  23
       8 8
  14
       9 9
  36
       10 Completely10
   1
      98 Skipped
 417
      99 Not Asked
```

Name: Q25A2

Description: Treatment A2: John McCain - Competent

```
Count Code Label
   12
      0 Not at all0
   6
        1 1
        2 2
   7
        3 3
  10
       4 4
   10
   22
       5 In the middle5
       6 6
  17
       7 7
8 8
   21
   21
   28
        9 9
       10 Completely10
   40
       98 Skipped
   1
  417
       99 Not Asked
```

```
Name: Q27A2
```

Description: Treatment A2: John McCain - Inspiring

```
Count Code Label
  26
     0 Not at all0
       1 1
  8
       2 2
  14
   5
       3 3
   9
       4 4
      5 In the middle5
  40
  15
       6 6
  17
       8 8
  19
  15
       9 9
      10 Completely10
  26
   1 98 Skipped
 417 99 Not Asked
```

```
Name: Q29A2
```

Description: Treatment A2: John McCain - Provides strong leadership

```
Count Code Label
_____
  9
      1 1
   4
      2 2
   5
      3 3
      4 4
5 In the middle5
6 6
  11
  18
  16
  16
      8 8
  26
  29
      9 9
  43
      10 Completely10
      98 Skipped
   1
 417
     99 Not Asked
```

```
Name: Q22E
```

Description: Treatment B: Barack Obama - Intelligent

19

40

9 9

10 Completely10

98 Skipped

```
30
           5 In the middle5
           6 6
        12
        18
            7 7
        17
            8 8
        27
            9 9
           10 Completely10
        64
        2
           98 Skipped
       404
           99 Not Asked
______
     Q24B
Description: Treatment B: Barack Obama - Compassionate
      Count Code Label
        41 0 Not at all0 14 1 1
        9
        5
            3 3
        4 4 4
31 5 In the middle5
           6 6
7 7
        11
        18
           8 8
        11
        18
           9 9
        41 10 Completely10
           98 Skipped
       404 99 Not Asked
______
     Q26B
Description: Treatment B: Barack Obama - Honest
      Count Code Label
        55 0 Not at all0
           1 1
        23
           2 2 3 3
        7
        2
           4 4
5 In the middle5
6 6
        9
        23
        10
        8
            7 7
        23
           8 8
        11
            9 9
           10 Completely10
        35
           98 Skipped
        2
           99 Not Asked
       404
______
Name: Q28B
Description: Treatment B: Barack Obama - Really cares about the average person
      Count Code Label
      _____
           0 Not at all0
        52
        17
            1 1
        3
        9
            3 3
        8
            4 4
           5 In the middle5
        26
        9
           6 6
        14
            7 7
           8 8
        8
```

404 99 Not Asked

```
______
Name: Q30B
Description: Treatment B: Barack Obama - Really understands the average person
     Count Code Label
       53 0 Not at all0
       12
          1 1
          2 2
       11
          3 3
       10
           4 4
        9
          5 In the middle5 6 6
       25
           7 7
       11
       13
          8 8
       19
       36
          10 Completely10
        4
          98 Skipped
       404
         99 Not Asked
______
Description: Treatment B: Barack Obama - Competent
     Count Code Label
       44 0 Not at all0
       12 1 1
          2 2
       16
        6
        7
           4 4
           5 In the middle5
       25
          6 6
       10
       12
           7 7
       17
          8 8
       24
           9 9
       34 10 Completely10
        2
          98 Skipped
      404 99 Not Asked
______
Name: 034B
Description: Treatment B: Barack Obama - Inspiring
     Count Code Label
          0 Not at all0
       37
       12
           1 1
        7
           3 3
        4
        9
           4 4
       29
          5 In the middle5
       14
       14
           7 7
       11
           8 8
       20
       52
          10 Completely10
          98 Skipped
        2
      404 99 Not Asked
______
         Q36B
Description: Treatment B: Barack Obama - Provides strong leadership
     Count Code Label
```

```
45
            0 Not at all0
        14
            1 1
        14
            2 2
            3 3
        11
           4 4
5 In the middle5
        6
        25
            6 6
        8
        5
            7 7
        15
            8 8
        28
            9 9
        36
            10 Completely10
            98 Skipped
        2
       404
            99 Not Asked
______
       Q38B
Description: Treatment B: Barack Obama - Experienced
      Count Code Label
        54 0 Not at all0
           1 1
        21
        13
            3 3
        8
        8
            4 4
           5 In the middle5
        27
        19
           6 6
        12
            7 7
        12
           8 8
            9 9
        13
        15
           10 Completely10
           98 Skipped
99 Not Asked
       404
______
     040B
Description: Treatment B: Barack Obama - Has good judgment
      Count Code Label
          0 Not at all0
        59
        12
            1 1
            2 2
        9
        9
            3 3
            4 4
        10
           5 In the middle5
        19
           6 6
        8
            7 7
        10
           8 8
        21
        18
            9 9
        31
            10 Completely10
            98 Skipped
            99 Not Asked
       404
_______
          Q42B
Description: Treatment B: Barack Obama - Moral
      Count Code Label
        44
           0 Not at all0
        18
            1 1
         9
            2 2
        5
            3 3
        6
           5 In the middle5
            4 4
        30
        12
```

7 7

11

```
24
       12
           9 9
       37
          10 Completely10
        2 98 Skipped
       404 99 Not Asked
______
Name: 044B
Description: Treatment B: Barack Obama - Patriotic
     Count Code Label
       67 0 Not at all0
           1 1
2 2
        8
        7
        2
           3 3
        9
           4 4
           5 In the middle5
        26
       12
           6 6
        6
           7 7
           8 8
       18
       14
           9 9
        37
           10 Completely10
        3
           98 Skipped
          99 Not Asked
       404
______
      Q23B
Description: Treatment B: John McCain - Intelligent
     Count Code Label
          0 Not at all0
1 1
       14
        8
           2 2
        3
        8
        3
        32
           5 In the middle5
       15
           7 7
        28
        22
           8 8
           9 9
       25
           10 Completely10
        47
        4
           98 Skipped
       404 99 Not Asked
______
Name: Q25B
Description: Treatment B: John McCain - Compassionate
     Count Code Label
      _____ ____
       21 0 Not at all0
           1 1
        4
           3 3
       10
       10 4 4 3 38 5 In the middle5 21 6 6
           6 6
7 7
        21
       17
           8 8
       14
        2.2
           9 9
```

Name: Q27B

39

10 Completely10

4 98 Skipped 404 99 Not Asked Description: Treatment B: John McCain - Honest

```
Count Code Label
   21
      0 Not at all0
        1 1
    7
        2 2
   8
        3 3
   9
        4 4
   34
       5 In the middle5
   9
       6 6
        7 7
   21
   25
       8 8
   20
        9 9
       10 Completely10
   45
       98 Skipped
   2
       99 Not Asked
  404
```

Name: Q29B

Description: Treatment B: John McCain - Really cares about the average person

```
Count Code Label
  26
     0 Not at all0
       1 1
  11
       2 2
   5
   8
       3 3
       4 4
  12
       5 In the middle5
  38
  12
       6 6
  21
       8 8
  22
  16
       9 9
      10 Completely10
  35
   2 98 Skipped
 404 99 Not Asked
```

```
Name: 031B
```

Description: Treatment B: John McCain - Really understands the average person

```
Count Code Label
_____
  29 0 Not at all0
  10
       1 1
       2 2
   9
       3 3
  14
       4 4
5 In the middle5
  10
  44
       6 6
  14
  13
       8 8
  24
  16
       9 9
      10 Completely10
  24
   2
      98 Skipped
 404
     99 Not Asked
```

Name: Q33B

Description: Treatment B: John McCain - Competent

```
Count Code Label
---- 15 0 Not at all0
8 1 1
6 2 2
10 3 3
```

```
33
     5 In the middle5
     6 6
11
37
     7 7
23
     8 8
15
     9 9
    10 Completely10
43
 3
     98 Skipped
404 99 Not Asked
```

```
Name: Q35B
```

Description: Treatment B: John McCain - Inspiring

```
Count Code Label
_____
  25 0 Not at all0
11 1 1
   9
       3 3
  12 4 4
44 5 In the middle5
  12
       6 6
7 7
   19
  30
       8 8
  15
  10
       9 9
  23
      10 Completely10
   2
       98 Skipped
 404
      99 Not Asked
```

Q37B

Description: Treatment B: John McCain - Provides strong leadership

```
Count Code Label
   22 0 Not at all0
       1 1
   5
       2 2
   6
   8
       4 4
5 In the middle5
6 6
   5
   32
  19
  19
        7 7
       8 8
   22
  20
        9 9
       10 Completely10
   49
   2
       98 Skipped
       99 Not Asked
  404
```

Name: Q39B

Description: Treatment B: John McCain - Experienced

```
Count Code Label
  14
       0 Not at all0
   3
        1 1
   1
   9
        3 3
   1
        4 4
       5 In the middle5
   2.4
  12
       6 6
        7 7
  10
   24
       8 8
   40
       9 9
   70
       10 Completely10
   3
       98 Skipped
```

404 99 Not Asked

```
______
Name: Q41B
Description: Treatment B: John McCain - Has good judgment
     Count Code Label
       23 0 Not at all0
       8
          1 1
       6
          2 2
          3 3
       10
          4 4
       5
          5 In the middle5 6 6
       28
       24
       26
           7 7
       16
          8 8
       23
          9 9
       34
         10 Completely10
       4
          98 Skipped
      404
         99 Not Asked
______
         043B
Description: Treatment B: John McCain - Moral
     Count Code Label
       8
          1 1
          2 2
       3
       6
       4
           4 4
          5 In the middle5
       38
          6 6
       14
       14
          7 7
       25
          8 8
       26
          9 9
          10 Completely10
       49
       3 98 Skipped
      404 99 Not Asked
______
Name: 045B
Description: Treatment B: John McCain - Patriotic
     Count Code Label
         0 Not at all0
       8
       5
        2
          3 3
       5
       0
          4 4
       22
          5 In the middle5
       6
       6
          7 7
       19
          8 8
       22
          10 Completely10
      110
          98 Skipped
      404 99 Not Asked
______
        Q46_after
Description: After treatment - Bush job approval
     Count Code Label
```

```
39
             1 Approve strongly
        93
             2 Approve somewhat
        40
            3 Neither approve nor disapprove
        61
            4 Disapprove somewhat
            5 Disapprove strongly
        182
         0
             8 Skipped
            9 Not Asked
        197
______
Name: 047
Description: Country compared to a year ago: Economically
      Count Code Label
           1 A lot better off
        20 2 Somewhat better off
60 3 About the same
        60
        209 4 Somewhat worse off
        316 5 A lot worse off
            8 Skipped
         3
         0
            9 Not Asked
______
Description: Family compared to a year ago: Economically
      Count Code Label
        24 1 A lot better off
       96 2 Somewhat better off
230 3 About the same
180 4 Somewhat worse off
83 5 A lot worse off
1 8 Skipped
            9 Not Asked
         0
______
Name: Q49
Description: Children when older: Economically
      Count Code Label
      _____
        84 1 A lot better off
            2 Somewhat better off
3 About the same
        199
        107
            4 Somewhat worse off
            5 A lot worse off
        72
         4
            8 Skipped
             9 Not Asked
______
Name: q50
Description: Important that US elect a woman as president in near future
      Count Code Label
      ____ ___
            0 Extremely unimportant0
        122
             1 1
        22
        17
             3 3
        18
        16
            4 4
            5 In the middle5
        202
        17
            6 6
             7 7
         44
         42
            8 8
        31
             9 9
            10 Extremely important10
         79
            98 Skipped
```

41

23

2 2 3 3

0 99 Not Asked

```
______
Name: q51
Description: Important that US elect a black person as president in near future
     Count Code Label
       161 0 Extremely unimportant0
       25
           1 1
       24
           3 3
       21
          4 4
5 In the middle5
6 6
        5
       203
        21
           7 7
        38
       35
           8 8
       21
        52
          10 Extremely important10
        6
           98 Skipped
           99 Not Asked
        1
______
Description: Amount of presidential debates watched
     Count Code Label
       218 1 All
       105 2 Nearly all
51 3 More than half
61 4 About half
61 5 Less than half
           6 Almost none
7 None
        58
        56
           8 Skipped
        3
        1
           9 Not Asked
______
Name: q53
Description: Liked/disliked - John McCain
     Count Code Label
       77 0 Disliked a lot0
        25
           1 1
       26
           2 2
           3 3
        37
           4 4
5 In the middle5
        28
       130
           6 6
        60
       60
           8 8
       54
        43
           9 9
           10 Liked a lot10
        63
           98 Skipped
        8
        1
           99 Not Asked
______
Description: Liked/disliked - Barrack Obama
     Count Code Label
```

Name: Q55

Description: Amount of vice presidential debate watched

```
Count Code Label
---- 274 1 All
48 2 Nearly all
34 3 More than half
47 4 About half
62 5 Less than half
61 6 Almost none
86 7 None
0 8 Skipped
0 9 Not Asked
```

Name: q56

Description: Liked/disliked - Sarah Palin

```
Count Code Label
 110
      2 2
  19
  19
      3 3
  30
      4 4
 103 5 In the middle5
     6 6
  14
  40
      7 7
  52
      8 8
  58
      9 9
     10 Liked a lot10
 143
  5
      98 Skipped
   0 99 Not Asked
```

Name: Q57

Description: Liked/disliked - Joe Biden

```
Count Code Label
_____
  95 0 Disliked a lot0
  37
       1 1
       2 2
  32
       3 3
  36
      4 4
5 In the middle5
  24
 142
  39
       6 6
  43
       7 7
       8 8
  40
  41
       99
  73
      10 Liked a lot10
   9
      98 Skipped
      99 Not Asked
```

Name: q58

Description: Positive/negative - The McCain campaign

```
Count Code Label
        100 0 Extremely negative0
        32
        30
            3 3
        54
            4 4
        46
        167 5 In the middle5
         33
            6 6
            7 7
8 8
         44
        37
         20
            10 Extremely positive10
         37
        12
            98 Skipped
            99 Not Asked
______
          059
Description: Positive/negative - The Obama campaign
      Count Code Label
        106 0 Extremely negative0
        32 1 1
        33
            2 2
        35
            3 3
        35 4 4
129 5 In the middle5
39 6 6
         50
            8 8
        54
             9 9
        38
           10 Extremely positive10
        53
        10 98 Skipped
         0 99 Not Asked
______
Name: 060
Description: Rick Perry job approval
      Count Code Label
      _____
        67 1 Approve strongly
161 2 Approve somewhat
212 3 Neither approve nor disapprove
            4 Disapprove somewhat
        76
            5 Disapprove strongly
         95
         2
             8 Skipped
         0
             9 Not Asked
______
      q61_new
Description: US Congress job approval - Economy
      Count Code Label
           1 Approve strongly
           2 Approve somewhat
3 Neither approve nor disapprove
        42
        116
            4 Disapprove somewhat
        172
        272 5 Disapprove strongly
            8 Skipped
             9 Not Asked
```

Name: q61_new2

Count Code Label

Description: US Congress job approval - Energy

```
1 Approve strongly
             2 Approve somewhat
            3 Neither approve nor disapprove
       118
            4 Disapprove somewhat
       186
       255
            5 Disapprove strongly
            8 Skipped
         6
         0
             9 Not Asked
______
          q62
Description: Self placement on scale - Illegal immigration
      Count Code Label
            1 1 - Illegal immigrants who have lived and worked long enough
        69
        52
            3 3
        66
            4 4
        43
            5 5
        54
             7 7 - Illegal immigrants should be deported back to their nati
       147
             8 Skipped
         0
             9 Not Asked
______
          Q62a
Description: McCain placement on scale - Illegal immigration
      Count Code Label
            1 1 - Illegal immigrants who have lived and worked long enough
        56
        73
       133
            4 4
        65
        55
             7 7 - Illegal immigrants should be deported back to their nati
        86
             8 Skipped
            9 Not Asked
______
Description: Obama placement on scale - Illegal immigration
      Count Code Label
       195
           1 1 - Illegal immigrants who have lived and worked long enough
        93
        51
            3 3
        93
            5 5
        31
        17
             7 7 - Illegal immigrants should be deported back to their nati
        2.2
             8 Skipped
             9 Not Asked
______
          a63
Description: Self placement on scale - Taxes
      Count Code Label
           1 1 - Taxes should be cut for everyone by the same percentage
```

```
39 3 3
63 4 4
54 5 5
65 6 6
```

77 - People who earn more than several hundred thousand dolla

0 8 Skipped 0 9 Not Asked

Name: q63a

Description: Obama placement on scale - Taxes

Name: q63b

Description: McCain placement on scale - Taxes

Name: q64

Description: Self placement on scale - Energy

Name: q64a

Description: Obama placement on scale - Energy

```
227
             7 7 - Emphasis should be more on increased development of wind
         0
            8 Skipped
         0
            9 Not Asked
______
Description: McCain placement on scale - Energy
      Count Code Label
       2 2
       105
        74
       103
        34
             5 5
        22
             6 6
        29
             7 7 - Emphasis should be more on increased development of wind
         0
             8 Skipped
             9 Not Asked
_____
Description: Self placement on scale - Health insurance
      Count Code Label
           1 1 - Federal government should provide health insurance for e
        54
        52
            3 3
            4 4
        89
        45
        49
             7 7 - Individuals should be responsible for obtaining their ow
        164
            8 Skipped
         1
            9 Not Asked
         \cap
Description: McCain placement on scale - Health insurance
      Count Code Label
             1 1 - Federal government should provide health insurance for e
        22
        11
        30
        84
            4 4
            5 5
        82
        101
             7 7 - Individuals should be responsible for obtaining their ow
        220
             8 Skipped
         0
             9 Not Asked
______
          q65b
Description: Obama placement on scale - Health insurance
      Count Code Label
           1 1 - Federal government should provide health insurance for e
             2 2
       102
        55
             3 3
        44
             4 4
        24
             5 5
        16
            7 7 - Individuals should be responsible for obtaining their ow
        27
         2
            8 Skipped
            9 Not Asked
```

```
______
Description: Self placement on scale - Financial bailout
     Count Code Label
         1 1 - Will primarily help big businesses and financial institu
      118
       75
       52
      112
       48
          5 5
       56
          6 6
           7 7 - Will help the entire economy
      104
          8 Skipped
       0
       0
           9 Not Asked
______
        q66x2
Description: McCain placement on scale - Financial bailout
     Count Code Label
          1 1 - Will primarily help big businesses and financial institu
      112
       74
          3 3
       57
       87
          4 4
          5 5
       65
       82
          7 7 - Will help the entire economy
       69
          8 Skipped
       2
          9 Not Asked
q66x3
Description: Obama placement on scale - Financial bailout
     Count Code Label
       84
          1 1 - Will primarily help big businesses and financial institu
       48
          3 3
4 4
       73
       88
          5 5
       59
       75
       95
          7 7 - Will help the entire economy
       0
          8 Skipped
           9 Not Asked
______
    Q66_percentage_of
Description: Percentage of information from Broadcast TV news
     Count Code Label
       0 -9 Not Asked
       74 -8 Skipped
______
Name: Q67_percentage_of
Description: Percentage of information from Local TV news
     Count Code Label
       0 -9 Not Asked
       87 -8 Skipped
```

29

Name: Q68_percentage_of

```
Description: Percentage of information from Cable TV news

Count Code Label
```

0 -9 Not Asked 64 -8 Skipped

Name: Q69_percentage_of

Description: Percentage of information from Radio

Count Code Label
---- 0 -9 Not Asked
112 -8 Skipped

Name: Q70_percentage_of

Description: Percentage of information from Websites online

Count Code Label
---- --- --0 -9 Not Asked
96 -8 Skipped

Name: Q71_percentage_of

Description: Percentage of information from News magazines

Count Code Label
---- 0 -9 Not Asked
167 -8 Skipped

Name: Q71a_percentage_of

Description: Percentage of information from Newspapers

Count Code Label
---- 0 -9 Not Asked
140 -8 Skipped

Name: q72a

Description: Media fairness toward John McCain

Count Code Label 0 Extremely unfair0 1 1 50 1 1 2 2 47 3 3 34 40 5 In the middle5 142 24 43 7 7 42 8 8 20 9 9 10 Extremely fair10 53 6 98 Skipped 99 Not Asked

Name: Q72b

Description: Media fairness toward Barack Obama

Count Code Label

```
0 Extremely unfair0
        8
           1 1 2 2
        1.0
       15 3 3
16 4 4
134 5 In the middle5
29 6 6
        59
            7 7
        52
           8 8
        39
            9 9
       223 10 Extremely fair10
        3 98 Skipped
        0
           99 Not Asked
______
Name: Q72c
Description: Media fairness toward Sarah Palin
      Count Code Label
      _____
       178 0 Extremely unfair0
           1 1
2 2
        48
        27
            3 3
        31
           4 4
        22
       137 5 In the middle5
        26
           6 6
        42
            7 7
           8 8
        24
        18
            9 9
        56
           10 Extremely fair10
           98 Skipped
         3
           99 Not Asked
        0
______
        072d
Description: Media fairness toward Joe Biden
      Count Code Label
        16 0 Extremely unfair0
           1 1
        8
        4
            2 2
        4
        18
           4 4
          5 In the middle5
       209
        34
           6 6
        63
        67
           8 8
        47
            9 9
          10 Extremely fair10
       137
        4 98 Skipped
        0 99 Not Asked
______
Name: 072e
Description: Media fairness toward Hillary Clinton
      Count Code Label
        48 0 Extremely unfair0
        20
           1 1
            2 2
        27
            3 3
        34
       45 4 4
191 5 In the middle5
28 6 6
```

```
UTEX0005_CODEBOOK.txt
```

```
72 7 7
39 8 8
```

25 9 9

79 10 Extremely fair10

5 98 Skipped 0 99 Not Asked

Name: LIBCON

Description: Political orientation - Self

```
Count Code Label
---- 35 1 1 - Extremely liberal
41 2 2
44 3 3
147 4 4
94 5 5
113 6 6
89 7 7 - Extremely conservative
5 8 Skipped
0 9 Not Asked
```

Name: LIBCONb

Description: Political orientation - Democratic Party

```
Count Code Label
_____
 3 3
4 4
  90
  69
     5 5
  17
  12
     6 6
      7 7 - Extremely conservative
  28
  6
     8 Skipped
  0
      9 Not Asked
```

Name: LIBCONC

Description: Political orientation - Republican Party

```
Count Code Label
  19 1 1 - Extremely liberal
       2 2
  15
       3 3
  29
       4 4
  78
  115
        5 5
  157
        6 6
       6 6
7 7 - Extremely conservative
  116
      8 Skipped
   5
       9 Not Asked
```

Name: LIBCONd

Description: Political orientation - John McCain

```
9 8 Skipped
0 9 Not Asked
```

Name: LIBCONe

Description: Political orientation - Barack Obama

Name: LIBCONf

Description: Political orientation - Joe Biden

```
Count Code Label
_____
 114 2 2
 101
     3 3
     4 4
  84
     5 5
  16
  14
     6 6
      7 7 - Extremely conservative
  26
     8 Skipped
  8
  0
      9 Not Asked
```

Name: LIBCONg

Description: Political orientation - Sarah Palin

```
Count Code Label
      1 1 - Extremely liberal
       2 2
  12
  16
       3 3
  38
  70
       5 5
  154
       6 6
       7 7 - Extremely conservative
8 Skipped
  211
   4
   0
        9 Not Asked
```

Name: pid7

Description: 7 point Party ID

```
Count Code Label
 117
      1 Strong Democrat
        2 Not very strong Democrat
       3 Lean Democrat
  50
       4 Independent
  36
       5 Lean Republican
  67
       6 Not very strong Republican
  135
       7 Strong Republican
       8 Not sure
   0
   0
       98 Skipped
  86
       99 Not Asked
```

UTEX0005_CODEBOOK.txt 10/22/2008 ______ Name: pid3 Description: 3 point party ID Count Code Label 180 1 Democrat 193 2 Republican 154 3 Independent 28 4 Other 58 5 Not sure 0 8 Skipped 0 9 Not Asked ______ Name: pid7others
Description: Do you think of yourself as closer to the Democratic or the Republican Party? Count Code Label _____ 14 3 Lean Democrat 30 4 Independent 17 5 Lean Republican 24 8 Not sure 0 98 Skipped 528 99 Not Asked ______ INFO1 Description: Untrue statement Count Code Label 1 John McCain voted against George Bush's tax cuts 2 John McCain has proposed cutting taxes further 3 Barack Obama has proposed increasing taxes on everyone 76 4 Barack Obama has proposed reducing inheritance taxes 195 5 Couldn't say 8 Skipped 29 9 Not Asked ______ Name: INFO2 Description: Barack Obama's religion Count Code Label _____ 1 Protestant 2 Catholic 3 Muslim 4 Hindu 250 133 5 Couldn't say 203 8 Skipped 9 Not Asked ______ Description: True statement about Sarah Palin Count Code Label

```
309 1 She initially supported the "bridge to nowhere"
      2 She lowered taxes on oil companies operating in Alaska
 21
       3 Her youngest son is actually her daughter's
     4 She took steps as Governor to protect Alaska's polar bears 5 Couldn't say 8 Skipped
36
176
 14
```

0 9 Not Asked

Name: AGE

Description: Birth year

Count Code Label

1 9998 Skipped 0 9999 Not Asked

Name: LOCATE

Description: Urban/Suburban/Rural

Count Code Label _____ 198 1 Urban 270 2 Suburban 145 3 Rural 0 8 Skipped 0 9 Not Asked

Name: MARRIED

Description: Marital Status

Count Code Label

378 1 Married, living with spouse

2 Separated
3 Divorced
4 Widowed
5 Single, never married 6 68 15

113 6 Domestic partnership 7 Don't know 25

8 8 Prefer not to sav

1 98 Skipped 0 99 Not Asked

Name: income

Description: Family income

Count Code Label 18 1 less than \$10,000 18 2 \$10,000 - \$14,999 22 3 \$15,000 - \$19,999 27 4 \$20,000 - \$24,999 36 5 \$25,000 - \$29,999 81 6 \$30,000 - \$39,999 7 \$40,000 - \$49,999 8 \$50,000 - \$59,999 61 66 9 \$60,000 - \$69,999 37 10 \$70,000 - \$79,999 46 11 \$80,000 - \$99,999 12 \$100,000 - \$119,999 13 \$120,000 - \$149,999 47 43

28 19 14 \$150,000 or more

15 Prefer not to say 62

98 Skipped 99 Not Asked

educ Description: Education

```
Count Code Label
---- 40 1 No HS
260 2 High school graduate
150 3 Some college
24 4 2-year
93 5 4-year
46 6 Post-grad
1 8 Skipped
0 9 Not Asked
```

Name: religion

Description: Religious affiliation

```
Count Code Label
---- ---- ----
  16 1 Assembly of God
24 2 Agnostic
13 3 Atheist
  108 4 Baptist
1 5 Buddhist
        6 Catholic
7 Christian Scientist
  157
        8 Church of Christ
   28
        9 Church of God
   5
       10 Disciples of Christ
   1
   10
        11 Episcopalian/Anglican
        12 Hindu
    1
    6
        13 Jehovah's Witnesses
        14 Jewish
    3
    5
        15 Lutheran
        16 Methodist
   30
        17 Mormon
    7
        18 Muslim/Islam
    1
        19 Orthodox/Eastern Orthodox
    0
    8
        20 Pentecostal
    9
        21 Presbyterian
   41
        22 Protestant (non-specific)
    1
        23 Reformed
        24 Unitarian/Universalist
        25 United Church of Christ
    1
        26 Don't know
   39
        27 Other
   88
        98 Skipped
        99 Not Asked
```

Name: bornagain

Description: Describe self as born-again or evangelical Christian

```
Count Code Label
---- 212 1 Yes
139 2 No
0 8 Skipped
262 9 Not Asked
```

Name: attend

Description: Frequency attend religious services

```
Count Code Label
---- 73 1 More than once a week
145 2 Once a week
53 3 Once or twice a month
85 4 A few times a year
```

```
131
             5 Seldom
         79
             6 Never
             7 Don't know
         7
            8 Skipped
         2
         38
            9 Not Asked
______
Name: relig_import
Description: Importance of religion in life
      Count Code Label
        341 1 Very important
144 2 Somewhat important
59 3 Not too important
30 4 Not at all important
1 8 Skipped
            9 Not Asked
         37
______
Name: hisp
Description: Consider self to be Hispanic/Latino
      Count Code Label
      _____
```

221 1 Yes

2 No 389 2

3 Don't know 1 8 Skipped 0 9 Not Asked

Description: Race

Count Code Label

329 1 White/Caucasian

66 2 Black/African American
194 3 Hispanic/Latino
3 4 Asian/Pacific Islander
5 5 Native American
12 6 Multi-racial
4 7 Don't know

8 Skipped 1

9 Not Asked

Name: gender Description: Gender

Count Code Label _____ 299 1 Male 314 2 Female 0 8 Skipped 0 9 Not Asked