

2008 CANDIDATE LIKES AND DISLIKES MASTER CODES

Reasons to vote against John McCain (MCCDL_Code1 to MCCDL_Code21)

Reasons to vote for John McCain (MCCLI_Code1 to MCCLI_Code21)

Reasons to vote against Barack Obama (OBADL_Code1 to OBADL_Code21)

Reasons to vote for Barack Obama (OBALI_Code1 to OBALI_Code21)

01 General

Good person, bad person, likeable, not likeable, I like him, I do not like him

02 Party

Is (or is not) a Democrat, is (or is not) a member of the Democrat Party, is (or is not) a Republican, is (or is not) a member of the Republican Party, is (or is not) a member of any of the following parties: America's Party, Modern Whig Party, Objectivist Party, Independence Party of America, Boston Tea Party, Jefferson Republican Party, United States Pirate Party, Citizens Party of the United States, Party for Socialism and Liberation, Unity Party of America, America First Party, United States Marijuana Party, Green Party of the United States, Independent American Party, Christian Liberty Party, Labor Party, Reform Party of the United States of America, Constitution Party, Socialist Alternative, Socialist Action, United States Pacifist Party, National Socialist Movement, New Union Party, Socialist Party USA, Libertarian Party, Raza Unida Party, American Party, Peace and Freedom Party, Freedom Socialist Party, Socialist Equality Party, Workers World Party, Socialist Workers Party, Communist Party of the United States of America, Socialist Labor Party of America, Prohibition Party

05 Ideology/Philosophy

Conservative, liberal, socialist, Marxist, communist, fascist, libertarian

06 Electability

Can win, cannot win

07 Political experience

Political experience, work the candidate has done as a politician or elected official, "experienced" or "inexperienced" in general

08 Military experience

Military experience, work the candidate has done as a member of the army, navy, air force, marines, or national guard

09 Non-political/military experience

Business experience, work the candidate has done in business, industry, or education

10 Scandal/Cover-up

The candidate was involved in a scandal or cover-up

12 Other past activity

Any mentioned of something the candidate did in the past that does not match another code

13 Personality – Ability

The candidate's ability to accomplish a task or get the job done

14 Personality - Honesty

- The candidate's honesty, integrity, consistency, predictability, sincerity, truthfulness
- 15 Personality – Intelligence
The candidate's intelligence
- 16 Personality – Leadership
The candidate's ability to lead, get people to work together, make people want to follow, inspire people, inspire the respondent, motivate people, motivate the respondent
- 17 Personality - Other
Anything about the candidate's personality that does not match a description in codes 13-16
- 19 Health
The candidate's health
- 20 Religion
The candidate does, or does not, belong to a specific religious group. The candidate is religious or not religious
- 21 Education
The candidate's education, where the candidate went to school or college, the candidate's type of diploma or college degree
- 22 Physical Appearance
The candidate's physical appearance, attractiveness, how good the candidate looks
- 23 Demographics
The candidate's age, sex, sexual orientation, race, ethnicity, height, weight, marital status, or where the candidate is from
- 24 Policy-Economic
What the candidate will do about the economy, taxes, government spending, the budget, the deficit, the national debt. The candidate's policy, stand, views, position, or emphasis on the economy, taxes, government spending, the budget, the deficit, the national debt.
- 25 Policy-Poor people
What the candidate will do about government programs to help poor people. The candidate's policy, stand, views, position, or emphasis on government programs to help poor people.
NOTE: This code should be only assigned to ideas that mention helping poor people or government programs to help poor people. Examples of government programs to help poor people include: welfare, food stamps, Medicaid, Aid for Families with Dependent Children (AFDC), and public housing. Any idea that mentions how much the candidate cares about poor people is assigned code 31 Groups.
- 26 Policy-Liberty
What the candidate will allow people to do, prevent people from doing, or make legal or illegal. The candidate's policy, stand, views, position, or emphasis on what people should be allowed or prevented from doing, or what should activities should be legal or illegal.
- 27 Policy-Enemy countries

- How the candidate will deal with enemies of the U.S., war, sanctions. The candidate's policy, stand, views, position, or emphasis on enemies of the U.S., war, sanctions.
- 28 Policy-Friendly countries
How the candidate will deal with friends of the U.S., allies, cooperation with other countries. The candidate's policy, stand, views, position, or emphasis on friends of the U.S., allies, or cooperation with other countries.
- 29 Policy – General foreign policy
How the candidate will deal with other countries in general, foreign policy in general, the reputation of the United States. The candidate's policy, stand, views, position, or emphasis on other countries in general, foreign policy in general, the reputation of the United States.
- 30 Policy-Other
What the candidate will do about something that does not match a description in codes 24-29. The candidate's policy, stand, views, position, or emphasis on something that does not match a description in codes 24-29.
- 31 Groups
The candidate's support for, or feelings about, a specific group of people
- 32 Emotions/Feelings
The candidate makes the respondent feel happy, sad, angry, proud, afraid, scared
- 33 Candidate-Other
Any mention of something about Mr. McCain that does not match another code
- 43 Non-candidate
Any mention of something other than the candidate and that is not about the respondent
- 94 Don't know
I don't know , Don't know, DK, I'm unsure, I'm not sure, Unsure, You got me, I can't remember, I have no clue, No clue, I have no idea, No idea, No guess, no, nothing
- 95 Refuse
I refuse to answer, I refuse, Refuse, RF, REF, Next question, Pass
- 96 Respondent-Other
A comment about the respondent that cannot be coded as Don't know or Refuse
- 97 All other
Any statement that does not fit codes 1 - 96
- 98 NO UNIQUE CODE
The answer has no additional unique codes
- 99/0 NA
Not answered; The answer recorded by the interviewer is uninterpretable