Survey Data Codebook

You can either download the dataset to your local drive and then load it into R or you can load it directly from GitHub with the following line of code.

- *age* — in years

- *gender* — 1 = male; 2 = female

- *educ* — education

    1. less than high school
    2. some high school
    3. completed high school
    4. some college
    5. graduate or professional degree

- *income* — family household income in 2015

    1. None or less than $2,999
    2. $3,000 – $4,999
    3. $5,000 – $7,499
    4. $7,500 – $9,999
    5. $10,000 – $10,999
    6. $11,000 – $12,499
    7. $12,500 – $14,999
    8. $15,000 – $16,999
    9. $17,000 – $19,999
    10. $20,000 – $21,999
    11. $22,000 – $24,999
    12. $25,000 – $29,999
    13. $30,000 – $34,999
    14. $35,000 – $39,999
    15. $40,000 – $44,999
    16. $45,000 – $49,999
    17. $50,000 – $59,999
    18. $60,000 – $74,999
    19. $75,000 – $89,999
    20. $90,000 – $99,999
    21. $100,000 – $109,999

    22. $110,000 – $119,999

    23. $120,000 – $134,999

    24. $135,000 – $149,999

    25. $150,000 and over

- *religion* — religious preference

  1. Protestant
  2. Catholic
  3. Jewish
  4. Muslim
  5. No preference/atheist/agnostic
  6. Other religion or denomination

- *state*

  1. Alabama
  2. Alaska
  3. Arizona
  4. Arkansas
  5. California
  6. Colorado
  7. Connecticut
  8. Delaware
  9. District of Columbia
  10. Florida
  11. Georgia
  12. Hawaii
  13. Idaho
  14. Illinois
  15. Iowa
  16. Kansas
  17. Kentucky
  18. Louisiana
  19. Maine
  20. Maryland
  21. Massachusetts
  22. Michigan
  23. Minnesota
  24. Mississippi

25. Missouri

26. Montana

27. Nebraska

28. Nevada

29. New Hampshire

30. New Jersey

31. New Mexico

32. New York

33. North Carolina

34. North Dakota

35. Ohio

36. Oklahoma

37. Oregon

38. Pennsylvania

39. Rhode Island

40. South Carolina

41. South Dakota

42. Tennessee

43. Texas

44. Utah

45. Vermont

46. Virginia

47. Washington

48. West Virginia

49. Wisconsin

50. Wyoming

- *partyid* — Generally speaking, do you usually think of yourself as a Republican, a Democrat, or an Independent? On a 7-point scale, where 1 is strong Democrat and 7 is strong Republican and 4 is an Independent, where would you place yourself on this scale?

- *slavery* — Generations of slavery and discrimination have created conditions that make it difficult for blacks to work their way out of the lower class.

    1. Agree strongly

    2. Agree somewhat

    3. Neither agree nor disagree

    4. Disagree somewhat

    5. Disagree strongly

- *try* — It is really a matter of some people not trying hard enough; if blacks would only try harder they could be just as well off as whites.

    1. Agree strongly

    2. Agree somewhat

    3. Neither agree nor disagree

    4. Disagree somewhat

    5. Disagree strongly

- *favors* — Irish, Italian, Jewish and many other minorities overcame prejudice and worked their way up. Blacks should do the same without any special favors.

    1. Agree strongly

    2. Agree somewhat

    3. Neither agree nor disagree

    4. Disagree somewhat

    5. Disagree strongly

- *deserve* — Over the past few years, blacks have gotten less than they deserve.

    1. Agree strongly

    2. Agree somewhat

    3. Neither agree nor disagree

    4. Disagree somewhat

    5. Disagree strongly

- *ideo* — We hear a lot of talk these days about liberals and conservatives. On a 7-point scale, where 1 is very liberal and 7 is very conservative, where would you place yourself on this scale?

- *date* — I think it all right for blacks and whites to date each other.

    1. Agree strongly

    2. Agree somewhat

    3. Neither agree nor disagree

    4. Disagree somewhat

    5. Disagree strongly

- *marry* — I prefer that my close relatives marry spouses from their same race.

    1. Agree strongly

    2. Agree somewhat

    3. Neither agree nor disagree

    4. Disagree somewhat

    5. Disagree strongly

- *vote* — In the 2016 presidential election, who do you think you will vote for — Hillary Clinton, Donald Trump, someone else, or probably not vote?

  1. Hillary Clinton

  2. Donald Trump

  3. Someone else

  4. Probably not vote

- *trumpvote* — 1 if respondent wants to vote for Trump and 0 otherwise

ANES - Feeling Thermometers

I'd like to get your feelings toward some of our political leaders and other people who are in the news these days. I'll read the name of a person and I'd like you to rate that person using something we call the feeling thermometer. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person. You would rate the person at the 50 degree mark if you don't feel particularly warm or cold toward the person.
If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Degree	Description
100°	Very warm or favorable feeling
85°	Quite warm or favorable feeling
70°	Fairly warm or favorable feeling
60°	A bit more warm or favorable than cold feeling
50°	No feeling at all
40°	A bit more cold or unfavorable feeling
30°	Fairly cold or unfavorable feeling
15°	Quite cold or unfavorable feeling
0°	Very cold or unfavorable feeling

ANES
American National Election Studies

- *trumpft* — Donald Trump feeling thermometer

- *clintonft* — Hillary Clinton feeling thermometer

- *trumpvclinft* — Difference in the feeling thermometers (Trump − Clinton)

- *abtrace* — Thinking back to the news story you read, do you think that Donald Trump's ad was about race?

  1. Yes

  2. No

- *treat* — Treatment and control conditions with the following categories:

  1. Control

    2. Ben Carson

    3. Bernie Sanders

    4. Barack Obama

    5. Paul Ryan

- *treat2* — General politician appeal (Ben Carson, Bernie Sanders, Barack Obama and Paul Ryan pooled) where 1 = called out add as racist (treatment group) and 0 = no calling out (control group)

- *raceresent* — Measures racial resentment of the respondent and ranges -3.7 (most racially liberal) to 2.55 (most racially conservative)

- *oldfash* — Measures old fashioned racism and ranges from -1.35 (least racist) to 3.51 (most racist)

- *color2* — We would like to get a sense of your general preferences. Most modern theories of decision making recognize that decisions do not take place in a vacuum. Individual preferences and knowledge, along with situational variables can greatly impact the decision process. To demonstrate that you've read this much, just go ahead and select both red and green among the alternatives below, no matter what your favorite color is. Yes, ignore the question below and select both of those responses. What is your favorite color?

    1. White

    2. Black

    3. Red

    4. Pink

    5. Green

    6. Blue

- *checkemo* — Recent research on decision making shows that choices are affected by context. Differences in how people feel, their previous knowledge and experience, and their environment can affect choices. To help us understand how people make decisions, we are interested in information about you. Specifically, we are interested in whether you actually take the time to read the directions; if not some results may not tell us very much about decision making in the real world. To show that you have read the instructions, please ignore the question below about how you are feeling and instead check only the "none of the above" option as your answer. Thank you very much. Please check all words that describe how you are currently feeling.

    1. Interested

    2. Distressed

    3. Excited

    4. Upset

    5. Guilty

    6. Scared

    7. Hostile

8. Enthusiastic

9. Proud

10. Irritable

11. Alert

12. Ashamed

13. Inspired

14. Nervous

15. Determined

16. Attentive

17. Jittery

18. Active

19. Afraid

20. None of the above