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Project Code: STAN0053
Project Name: News Selection Experiment
Prepared for: Shanto Iyengar
Interviews: 2500
Field Period: July 10, 2012 - July 25, 2012
Project Manager: Sam Luks - 650.462.8009
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#### Matching and Weighting

YouGov interviewed 2743 respondents who were then matched down to a sample of 2500 to produce the final dataset. The respondents were matched on gender, age, race, education, party identification, ideology, and political interest. YouGov then weighted the matched set of survey respondents to known marginals for the general population of the United States from the 2007 American Community Survey. Those marginals are shown below.

Age: 18-34: 30.78%  
 35-54: 38.64%  
 55+: 30.58%

Gender: Male: 48.60%  
 Female: 51.40%

Race: White/Other: 75.66%  
 Black: 11.41%  
 Hispanic: 12.93%

Education: HS or less: 46.68%  
 Some College: 28.69%  
 College Graduate: 16.92%  
 Post-graduate: 8.71%

#### Variable List

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=====
Name                Description
-----
caseid              Case ID
weight              Case Weight
treatment            Treatment group
imi1                 Likely to watch - 60 minutes
imi2                 Likely to watch - American Idol
imi3                 Likely to watch - Anderson Cooper 360
imi4                 Likely to watch - CSI
imi5                 Likely to watch - Dancing with the Stars
imi6                 Likely to watch - Dateline NBC
imi7                 Likely to watch - ESPN Sports Center
imi8                 Likely to watch - Glee
imi9                 Likely to watch - Grey's Anatomy
imi10                Likely to watch - Hannity
imi11                Likely to watch - Nightly News with Brian Williams
imi12                Likely to watch - PBS News Hour
imi13                Likely to watch - The Big Bang Theory
imi14                Likely to watch - The Office
imi15                Likely to watch - Two and a Half Men
snewsg1              Followed closely - The Facebook IPO
snewsg2              Followed closely - The Jerry Sandusky sex-abuse scandal
snewsg3              Followed closely - The Trayvon Martin case
snewsg4              Followed closely - The 2012 Egyptian presidential
election
snewsg5              Followed closely - President Barack Obama's endorsement
of same-sex marriage
snewsg6              Followed closely - The Supreme Court decision on
healthcare
snewsg7              Followed closely - Tom Cruise-Katie Holmes divorce
choice1              Choice 1
choice2              Choice 2
=====

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choice3	Choice 3
choice4	Choice 4
choice_video_1	Video choice 1
choice_video_2	Video choice 2
cchoice1	Control - Article choice 1
cchoice2	Control - Article choice 2
cchoice3	Control - Article choice 3
cchoice4	Control - Article choice 4
feeling1	Feel in situation - Your son or daughter gets engaged to a Democrat
feeling2	Feel in situation - Your son or daughter gets engaged to a Republican
feeling3	Feel in situation - Hillary Clinton is nominated for the Nobel Peace Prize
feeling4	Feel in situation - Former President George W. Bush receives an honorary degree from a college in your state
feeling5	Feel in situation - Your next door neighbor puts up sign_insert yard sign
happy_dem	Democratic Party wins controls of both House Senate: Happiness felt
angry_dem	Democratic Party wins controls of both House Senate: Anger felt
happy_rep	Republican Party wins controls of both House Senate: Happiness felt
angry_rep	Republican Party wins controls of both House Senate: Anger felt
therm_bo	Thermometer - Barack Obama
therm_rs	Thermometer - Rick Santorum
therm_mr	Thermometer - Mitt Romney
therm_jb	Thermometer - Joe Biden
therm_br	Thermometer - Bill O'Reilly
therm_rm	Thermometer - Rachel Maddow
therm_rp	Thermometer - Republican Party
therm_dp	Thermometer - Democratic Party
therm_tp	Thermometer - Tea Party
trait1	Trait describes trait_insert: Open to reason
trait2	Trait describes trait_insert: Ignorant
trait3	Trait describes trait_insert: Compassionate
trait4	Trait describes trait_insert: Hypocritical
trait5	Trait describes trait_insert: Sincere
trait6	Trait describes trait_insert: Concerned about the long term future of the country
trait7	Trait describes trait_insert: Selfish
trait8	Trait describes trait_insert: Patriotic
trait9	Trait describes trait_insert: Show respect for those
they	disagree with
covbias1	Coverage bias - MSNBC
covbias2	Coverage bias - Huffington Post
covbias3	Coverage bias - New York Times
covbias4	Coverage bias - The Daily Show
covbias5	Coverage bias - USA Today
covbias6	Coverage bias - Fox News
covbias7	Coverage bias - PBS
qpk1_treat	PK1 assignment
qpk2_treat	PK2 assignment
qpk1_force	Job or office held by person shown in picture/John Boehner - Forced to pick
qpk1	Job or office held by person shown in picture/John
Boehner	
qpk2_force	Job or office held by Stephen Breyer - Forced to pick
qpk2	Job or office held by Stephen Breyer
qpk3_force	Job or office held by Ben Bernanke - Forced to pick
qpk3	Job or office held by Ben Bernanke
qpk7	Unemployment rate since the 2010 midterm elections, qpk7_insert
qpk8	Budget deficit since the 2010 midterm elections,

preschoice_lean	qpk7_insert
preschoice	Vote choice if presidential election held today - Lean
preschoice_party	Vote choice if presidential election held today
eventsinterest	preschoice - Party ID indicator
ideo_self	Interest in current events
ideo_self_dk	Ideology - Self
ideo_dem	Ideology - Self, can't say followup
ideo_rep	Ideology - Most Democratic Party supporters
ideo_mr	Ideology - Most Republican Party supporters
ideo_tp	Ideology - Mitt Romney
ideo_ows	Ideology - Most Tea Party Supporters
	Ideology - People active in the 'Occupy Wall Street' movement
ideo_bo	Ideology - Barack Obama
likescale_sdem	Like/dislike - Supporters of Democratic Party
likescale_srep	Like/dislike - Supporters of Republican Party
likescale_bo	Like/dislike - President Obama
likescale_mr	Like/dislike - Mitt Romney
likescale_sp	Like/dislike - Sarah Palin
likescale_hc	Like/dislike - Hillary Clinton
rep_likescale_sdem	Like/dislike - How Republicans feel about Democratic Party supporters
rep_likescale_srep	Like/dislike - How Republicans feel about Republican Party supporters
rep_likescale_bo	Like/dislike - How Republicans feel about President Obama
rep_likescale_mr	Like/dislike - How Republicans feel about Mitt Romney
rep_likescale_sp	Like/dislike - How Republicans feel about Sarah Palin
rep_likescale_hc	Like/dislike - How Republicans feel about Hillary Clinton
dem_likescale_sdem	Like/dislike - How Democrats feel about Democratic Party supporters
dem_likescale_srep	Like/dislike - How Democrats feel about Republican Party supporters
dem_likescale_bo	Like/dislike - How Democrats feel about President Obama
dem_likescale_mr	Like/dislike - How Democrats feel about Mitt Romney
dem_likescale_sp	Like/dislike - How Democrats feel about Sarah Palin
dem_likescale_hc	Like/dislike - How Democrats feel about Hillary Clinton
birthyr	Birth Year
gender	Gender
pid7	7 point Party ID
pid3	3 point party ID
race	Race
educ	Education
marstat	Marital Status
employ	Employment Status
pew_bornagain	Born Again (Pew version)
pew_religimp	Importance of religion (Pew version)
pew_churatd	Church attendance (Pew version)
pew_prayer	Frequency of Prayer (Pew version)
religpew	Pew religion
religpew_protestant	Protestant Church
ideo5	Ideology
newsint	Interest in news and public affairs
faminc2	What was your family's annual income last year?
faminc	Family income
votereg	Voter Registration Status
inputstate	State of Residence

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Verbatims

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snews1	Identify person - Phillip Phillips
snews2	Identify person - Lady Gaga
sign_insert	Candidate insert for feeling5
trait_insert	Party insert for trait questions

qpk4	Job or office held by person shown in picture/Harry Reid
qpk5	Current U.S. Secretary of Defense
qpk6	President of France
qpk7_insert	Insert for qpk7/qpk8
qpk9	Barack Obama's religion
qpk10	Mitt Romney's religion
ideo_self_dk_t	Ideology - Self, can't say followup: Text
pid3_t	3 point party ID - other
race_other	Race, other
employ_t	Employment Status - open
religpew_t	Pew religion - Text
religpew_protestant_t	Protestant Church - Text
corg1	corg1
corg2	corg2
corg3	corg3
corg4	corg4
corg5	corg5
corg6	corg6
corg7	corg7
corg8	corg8
corg9	corg9
corg10	corg10
corg11	corg11
corg12	corg12
cperson1	Control, Person 1
cperson2	Control, Person 2
cperson3	Control, Person 3
cperson4	Control, Person 4
cperson5	Control, Person 5
cperson6	Control, Person 6
cperson7	Control, Person 7
cperson8	Control, Person 8
cperson9	Control, Person 9
cperson10	Control, Person 10
cperson11	Control, Person 11
cperson12	Control, Person 12
org1	Organization 1
org2	Organization 2
org3	Organization 3
org4	Organization 4
org5	Organization 5
org6	Organization 6
org7	Organization 7
org8	Organization 8
org9	Organization 9
org10	Organization 10
org11	Organization 11
org12	Organization 12
person1	Person 1
person2	Person 2
person3	Person 3
person4	Person 4
person5	Person 5
person6	Person 6
person7	Person 7
person8	Person 8
person9	Person 9
person10	Person 10
person11	Person 11
person12	Person 12
title1_f1	title1_f1
title2_f1	title2_f1
title3_f1	title3_f1
title4_f1	title4_f1
title1_m1	title1_m1
title2_m1	title2_m1
title3_m1	title3_m1

title4_m1	title4_m1
title1_p1	title1_p1
title1_p2	title1_p2
title1_p3	title1_p3
title1_p4	title1_p4
title2_p1	title2_p1
title2_p2	title2_p2
title2_p3	title2_p3
title2_p4	title2_p4
title3_p1	title3_p1
title3_p2	title3_p2
title3_p3	title3_p3
title3_p4	title3_p4
title4_p1	title4_p1
title4_p2	title4_p2
title4_p3	title4_p3
title4_p4	title4_p4
title5_p1	title5_p1
title5_p2	title5_p2
title5_p3	title5_p3
title5_p4	title5_p4
title6_p1	title6_p1
title6_p2	title6_p2
title6_p3	title6_p3
title6_p4	title6_p4

## Variable Map and Codebook

```
=====
Name:      caseid
Description: Case ID
=====
```

```
=====
Name:      weight
Description: Case Weight
=====
```

```
=====
Name:      treatment
Description: Treatment group
=====
```

Count	Code	Label
2000	1	Treatment group (n=2000)
500	2	Control group (n=500)
0	8	Skipped
0	9	Not Asked

```
=====
Name:      imi1
Description: Likely to watch - 60 minutes
=====
```

Count	Code	Label
391	1	Regularly
1192	2	Now and then
914	3	Never
3	8	Skipped
0	9	Not Asked

```
=====
Name:      imi2
Description: Likely to watch - American Idol
=====
```

Count	Code	Label
324	1	Regularly
643	2	Now and then
1524	3	Never
9	8	Skipped
0	9	Not Asked

```
=====
Name:      imi3
Description: Likely to watch - Anderson Cooper 360
=====
```

Count	Code	Label
149	1	Regularly
730	2	Now and then
1615	3	Never
6	8	Skipped
0	9	Not Asked

```
=====
Name:      imi4
Description: Likely to watch - CSI
=====
```

Count	Code	Label
535	1	Regularly
870	2	Now and then

1089	3	Never
6	8	Skipped
0	9	Not Asked

```
=====
Name:          imi5
Description:    Likely to watch - Dancing with the Stars
```

Count	Code	Label
318	1	Regularly
605	2	Now and then
1570	3	Never
7	8	Skipped
0	9	Not Asked

```
=====
Name:          imi6
Description:    Likely to watch - Dateline NBC
```

Count	Code	Label
285	1	Regularly
1080	2	Now and then
1132	3	Never
3	8	Skipped
0	9	Not Asked

```
=====
Name:          imi7
Description:    Likely to watch - ESPN Sports Center
```

Count	Code	Label
280	1	Regularly
751	2	Now and then
1462	3	Never
7	8	Skipped
0	9	Not Asked

```
=====
Name:          imi8
Description:    Likely to watch - Glee
```

Count	Code	Label
196	1	Regularly
350	2	Now and then
1948	3	Never
6	8	Skipped
0	9	Not Asked

```
=====
Name:          imi9
Description:    Likely to watch - Grey's Anatomy
```

Count	Code	Label
252	1	Regularly
462	2	Now and then
1783	3	Never
3	8	Skipped
0	9	Not Asked

```
=====
Name:          imi10
Description:    Likely to watch - Hannity
```

Count	Code	Label
332	1	Regularly
457	2	Now and then
1706	3	Never
5	8	Skipped
0	9	Not Asked

=====  
 Name: imi11  
 Description: Likely to watch - Nightly News with Brian Williams

Count	Code	Label
391	1	Regularly
855	2	Now and then
1249	3	Never
5	8	Skipped
0	9	Not Asked

=====  
 Name: imi12  
 Description: Likely to watch - PBS News Hour

Count	Code	Label
154	1	Regularly
627	2	Now and then
1713	3	Never
6	8	Skipped
0	9	Not Asked

=====  
 Name: imi13  
 Description: Likely to watch - The Big Bang Theory

Count	Code	Label
536	1	Regularly
567	2	Now and then
1388	3	Never
9	8	Skipped
0	9	Not Asked

=====  
 Name: imi14  
 Description: Likely to watch - The Office

Count	Code	Label
186	1	Regularly
586	2	Now and then
1719	3	Never
9	8	Skipped
0	9	Not Asked

=====  
 Name: imi15  
 Description: Likely to watch - Two and a Half Men

Count	Code	Label
344	1	Regularly
664	2	Now and then
1483	3	Never
9	8	Skipped



0 9 Not Asked

=====  
Name: snewsg1  
Description: Followed closely - The Facebook IPO

Count	Code	Label
125	1	Very closely
447	2	Fairly closely
895	3	Not too closely
1031	4	Not at all
2	8	Skipped
0	9	Not Asked

=====  
Name: snewsg2  
Description: Followed closely - The Jerry Sandusky sex-abuse scandal

Count	Code	Label
416	1	Very closely
859	2	Fairly closely
777	3	Not too closely
447	4	Not at all
1	8	Skipped
0	9	Not Asked

=====  
Name: snewsg3  
Description: Followed closely - The Trayvon Martin case

Count	Code	Label
524	1	Very closely
895	2	Fairly closely
673	3	Not too closely
407	4	Not at all
1	8	Skipped
0	9	Not Asked

=====  
Name: snewsg4  
Description: Followed closely - The 2012 Egyptian presidential election

Count	Code	Label
201	1	Very closely
586	2	Fairly closely
870	3	Not too closely
843	4	Not at all
0	8	Skipped
0	9	Not Asked

=====  
Name: snewsg5  
Description: Followed closely - President Barack Obama's endorsement of same-sex marriage

Count	Code	Label
741	1	Very closely
758	2	Fairly closely
623	3	Not too closely
377	4	Not at all
1	8	Skipped
0	9	Not Asked

```
=====
Name:      snewsg6
Description: Followed closely - The Supreme Court decision on healthcare
```

Count	Code	Label
1225	1	Very closely
675	2	Fairly closely
369	3	Not too closely
229	4	Not at all
2	8	Skipped
0	9	Not Asked

```
=====
Name:      snewsg7
Description: Followed closely - Tom Cruise-Katie Holmes divorce
```

Count	Code	Label
140	1	Very closely
422	2	Fairly closely
933	3	Not too closely
1005	4	Not at all
0	8	Skipped
0	9	Not Asked

```
=====
Name:      choicel
Description: Choice 1
```

Count	Code	Label
339	1	title1_p1, org1
312	2	title2_p1, org2
321	3	title3_p1, org3
366	4	title4_p1, org4
330	5	title5_p1, org5
327	6	title6_p1, org6
5	8	Skipped
500	9	Not Asked

```
=====
Name:      choice2
Description: Choice 2
```

Count	Code	Label
361	1	title1_p2, person1
328	2	title2_p2, person2
319	3	title3_p2, person3
325	4	title4_p2, person4
316	5	title5_p2, person5
341	6	title6_p2, person6
10	8	Skipped
500	9	Not Asked

```
=====
Name:      choice3
Description: Choice 3
```

Count	Code	Label
336	1	title1_p3, org7
362	2	title2_p3, org8
335	3	title3_p3, org9
333	4	title4_p3, org10

303	5	title5_p3, org11
323	6	title6_p3, org12
8	8	Skipped
500	9	Not Asked

=====

Name: choice4  
Description: Choice 4

Count	Code	Label
347	1	title1_p4, person7
332	2	title2_p4, person8
293	3	title3_p4, person9
346	4	title4_p4, person10
330	5	title5_p4, person11
344	6	title6_p4, person12
8	8	Skipped
500	9	Not Asked

=====

Name: choice\_video\_1  
Description: Video choice 1

Count	Code	Label
635	1	title1_m1
323	2	title2_m1
569	3	title3_m1
465	4	title4_m1
8	8	Skipped
500	9	Not Asked

=====

Name: choice\_video\_2  
Description: Video choice 2

Count	Code	Label
359	1	title1_f1
431	2	title2_f1
544	3	title3_f1
650	4	title4_f1
16	8	Skipped
500	9	Not Asked

=====

Name: cchoice1  
Description: Control - Article choice 1

Count	Code	Label
72	1	title1_p1, corg1
78	2	title2_p1, corg2
92	3	title3_p1, corg3
96	4	title4_p1, corg4
82	5	title5_p1, corg5
79	6	title6_p1, corg6
1	8	Skipped
2000	9	Not Asked

=====

Name: cchoice2  
Description: Control - Article choice 2

Count	Code	Label
-------	------	-------

95	1	title1_p2, cperson1
77	2	title2_p2, cperson2
73	3	title3_p2, cperson3
87	4	title4_p2, cperson4
67	5	title5_p2, cperson5
95	6	title6_p2, cperson6
6	8	Skipped
2000	9	Not Asked

=====

Name: cchoice3  
Description: Control - Article choice 3

Count	Code	Label
86	1	title1_p3, corg7
75	2	title2_p3, corg8
75	3	title3_p3, corg9
83	4	title4_p3, corg10
90	5	title5_p3, corg11
87	6	title6_p3, corg12
4	8	Skipped
2000	9	Not Asked

=====

Name: cchoice4  
Description: Control - Article choice 4

Count	Code	Label
74	1	title1_p4, cperson7
87	2	title2_p4, cperson8
74	3	title3_p4, cperson9
88	4	title4_p4, cperson10
73	5	title5_p4, cperson11
97	6	title6_p4, cperson12
7	8	Skipped
2000	9	Not Asked

=====

Name: feeling1  
Description: Feel in situation - Your son or daughter gets engaged to a Democrat

Count	Code	Label
295	1	Very Unhappy
256	2	Somewhat Unhappy
1164	3	Neutral
278	4	Somewhat Happy
507	5	Very Happy
0	8	Skipped
0	9	Not Asked

=====

Name: feeling2  
Description: Feel in situation - Your son or daughter gets engaged to a Republican

Count	Code	Label
288	1	Very Unhappy
293	2	Somewhat Unhappy
1137	3	Neutral
289	4	Somewhat Happy
493	5	Very Happy
0	8	Skipped

0 9 Not Asked

=====  
Name: feeling3  
Description: Feel in situation - Hillary Clinton is nominated for the Nobel Peace Prize

Count	Code	Label
-----	----	-----
498	1	Very Unhappy
273	2	Somewhat Unhappy
743	3	Neutral
460	4	Somewhat Happy
526	5	Very Happy
0	8	Skipped
0	9	Not Asked

=====  
Name: feeling4  
Description: Feel in situation - Former President George W. Bush receives an honorary degree from a college in your state

Count	Code	Label
-----	----	-----
520	1	Very Unhappy
267	2	Somewhat Unhappy
969	3	Neutral
321	4	Somewhat Happy
422	5	Very Happy
1	8	Skipped
0	9	Not Asked

=====  
Name: feeling5  
Description: Feel in situation - Your next door neighbor puts up sign\_insert yard sign

Count	Code	Label
-----	----	-----
481	1	Very Unhappy
376	2	Somewhat Unhappy
819	3	Neutral
252	4	Somewhat Happy
572	5	Very Happy
0	8	Skipped
0	9	Not Asked

=====  
Name: happy\_dem  
Description: Democratic Party wins controls of both House Senate: Happiness felt

Count	Code	Label
-----	----	-----
1139	1	Not at all
149	2	A little
325	3	Somewhat
297	4	Very
587	5	Extremely
3	8	Skipped
0	9	Not Asked

=====  
Name: angry\_dem  
Description: Democratic Party wins controls of both House Senate: Anger felt

Count	Code	Label
-------	------	-------

Count	Code	Label
1149	1	Not at all
211	2	A little
304	3	Somewhat
234	4	Very
599	5	Extremely
3	8	Skipped
0	9	Not Asked

=====  
Name: happy\_rep  
Description: Republican Party wins controls of both House Senate: Happiness felt

Count	Code	Label
1172	1	Not at all
121	2	A little
320	3	Somewhat
246	4	Very
638	5	Extremely
3	8	Skipped
0	9	Not Asked

=====  
Name: angry\_rep  
Description: Republican Party wins controls of both House Senate: Anger felt

Count	Code	Label
1148	1	Not at all
222	2	A little
336	3	Somewhat
271	4	Very
522	5	Extremely
1	8	Skipped
0	9	Not Asked

=====  
Name: therm\_bo  
Description: Thermometer - Barack Obama

Count	Code	Label
0	998	Skipped
0	999	Not Asked

=====  
Name: therm\_rs  
Description: Thermometer - Rick Santorum

Count	Code	Label
0	998	Skipped
0	999	Not Asked

=====  
Name: therm\_mr  
Description: Thermometer - Mitt Romney

Count	Code	Label
0	998	Skipped
0	999	Not Asked

=====  
Name: therm\_jb

Description: Thermometer - Joe Biden

Count	Code	Label
0	998	Skipped
0	999	Not Asked

=====  
Name: therm\_br

Description: Thermometer - Bill O'Reilly

Count	Code	Label
0	998	Skipped
0	999	Not Asked

=====  
Name: therm\_rm

Description: Thermometer - Rachel Maddow

Count	Code	Label
0	998	Skipped
0	999	Not Asked

=====  
Name: therm\_rp

Description: Thermometer - Republican Party

Count	Code	Label
0	998	Skipped
0	999	Not Asked

=====  
Name: therm\_dp

Description: Thermometer - Democratic Party

Count	Code	Label
0	998	Skipped
0	999	Not Asked

=====  
Name: therm\_tp

Description: Thermometer - Tea Party

Count	Code	Label
0	998	Skipped
0	999	Not Asked

=====  
Name: trait1

Description: Trait describes trait\_insert: Open to reason

Count	Code	Label
782	1	Not at all - 1
346	2	2
532	3	3
469	4	4
367	5	Extremely well - 5
4	8	Skipped
0	9	Not Asked

=====

Name: trait2  
 Description: Trait describes trait\_insert: Ignorant

Count	Code	Label
842	1	Not at all - 1
415	2	2
533	3	3
269	4	4
438	5	Extremely well - 5
3	8	Skipped
0	9	Not Asked

Name: trait3  
 Description: Trait describes trait\_insert: Compassionate

Count	Code	Label
655	1	Not at all - 1
340	2	2
623	3	3
468	4	4
409	5	Extremely well - 5
5	8	Skipped
0	9	Not Asked

Name: trait4  
 Description: Trait describes trait\_insert: Hypocritical

Count	Code	Label
566	1	Not at all - 1
403	2	2
553	3	3
338	4	4
635	5	Extremely well - 5
5	8	Skipped
0	9	Not Asked

Name: trait5  
 Description: Trait describes trait\_insert: Sincere

Count	Code	Label
614	1	Not at all - 1
321	2	2
654	3	3
496	4	4
411	5	Extremely well - 5
4	8	Skipped
0	9	Not Asked

Name: trait6  
 Description: Trait describes trait\_insert: Concerned about the long term future of the country

Count	Code	Label
703	1	Not at all - 1
248	2	2
450	3	3
423	4	4
672	5	Extremely well - 5



4 8 Skipped  
0 9 Not Asked

=====  
Name: trait7  
Description: Trait describes trait\_insert: Selfish

Count	Code	Label
669	1	Not at all - 1
386	2	2
540	3	3
330	4	4
573	5	Extremely well - 5
2	8	Skipped
0	9	Not Asked

=====  
Name: trait8  
Description: Trait describes trait\_insert: Patriotic

Count	Code	Label
434	1	Not at all - 1
283	2	2
677	3	3
456	4	4
648	5	Extremely well - 5
2	8	Skipped
0	9	Not Asked

=====  
Name: trait9  
Description: Trait describes trait\_insert: Show respect for those they disagree with

Count	Code	Label
873	1	Not at all - 1
281	2	2
609	3	3
445	4	4
290	5	Extremely well - 5
2	8	Skipped
0	9	Not Asked

=====  
Name: covbias1  
Description: Coverage bias - MSNBC

Count	Code	Label
1399	1	Liberals
983	2	Neutral
111	3	Conservatives
7	8	Skipped
0	9	Not Asked

=====  
Name: covbias2  
Description: Coverage bias - Huffington Post

Count	Code	Label
1167	1	Liberals
1160	2	Neutral
163	3	Conservatives

10	8	Skipped
0	9	Not Asked

```
=====
Name:      covbias3
Description: Coverage bias - New York Times
```

Count	Code	Label
1068	1	Liberals
1211	2	Neutral
206	3	Conservatives
15	8	Skipped
0	9	Not Asked

```
=====
Name:      covbias4
Description: Coverage bias - The Daily Show
```

Count	Code	Label
1302	1	Liberals
1087	2	Neutral
99	3	Conservatives
12	8	Skipped
0	9	Not Asked

```
=====
Name:      covbias5
Description: Coverage bias - USA Today
```

Count	Code	Label
699	1	Liberals
1580	2	Neutral
213	3	Conservatives
8	8	Skipped
0	9	Not Asked

```
=====
Name:      covbias6
Description: Coverage bias - Fox News
```

Count	Code	Label
133	1	Liberals
961	2	Neutral
1400	3	Conservatives
6	8	Skipped
0	9	Not Asked

```
=====
Name:      covbias7
Description: Coverage bias - PBS
```

Count	Code	Label
810	1	Liberals
1577	2	Neutral
104	3	Conservatives
9	8	Skipped
0	9	Not Asked

```
=====
Name:      qpk1_treat
Description: PK1 assignment
```

Count	Code	Label
1219	1	Picture
1281	2	No picture
0	8	Skipped
0	9	Not Asked

=====

Name: qpk2\_treat  
Description: PK2 assignment

Count	Code	Label
1248	1	Picture
1252	2	No picture
0	8	Skipped
0	9	Not Asked

=====

Name: qpk1\_force  
Description: Job or office held by person shown in picture/John Boehner - Forced to pick

Count	Code	Label
83	1	U.S. Secretary of Defense
208	2	Speaker of the U.S. House of Representatives
110	3	Chief Justice of the United States
194	4	Chairman of the Republican National Committee
71	8	Skipped
1834	9	Not Asked

=====

Name: qpk1  
Description: Job or office held by person shown in picture/John Boehner

Count	Code	Label
56	1	U.S. Secretary of Defense
1634	2	Speaker of the U.S. House of Representatives
54	3	Chief Justice of the United States
74	4	Chairman of the Republican National Committee
666	5	Don't know
16	8	Skipped
0	9	Not Asked

=====

Name: qpk2\_force  
Description: Job or office held by Stephen Breyer - Forced to pick

Count	Code	Label
433	1	Governor of South Dakota
446	2	U.S. Secretary of Agriculture
170	3	Prime Minister of Canada
199	4	United States Supreme Court Justice
114	8	Skipped
1138	9	Not Asked

=====

Name: qpk2  
Description: Job or office held by Stephen Breyer

Count	Code	Label
104	1	Governor of South Dakota
145	2	U.S. Secretary of Agriculture

76	3	Prime Minister of Canada
770	4	United States Supreme Court Justice
1359	5	Don't know
46	8	Skipped
0	9	Not Asked

=====

Name: qpk3\_force  
 Description: Job or office held by Ben Bernanke - Forced to pick

Count	Code	Label
165	1	Treasury Secretary
160	2	Chairman of the Federal Reserve
113	3	U.S. Secretary of Homeland Security
83	4	Chairman of the U.S. Joint Chiefs of Staff
41	8	Skipped
1938	9	Not Asked

=====

Name: qpk3  
 Description: Job or office held by Ben Bernanke

Count	Code	Label
290	1	Treasury Secretary
1404	2	Chairman of the Federal Reserve
110	3	U.S. Secretary of Homeland Security
60	4	Chairman of the U.S. Joint Chiefs of Staff
561	5	Don't know
75	8	Skipped
0	9	Not Asked

=====

Name: qpk7  
 Description: Unemployment rate since the 2010 midterm elections, qpk7\_insert

Count	Code	Label
690	1	Gone Up
675	2	Remained the same
847	3	Gone Down
242	4	Can't Say
46	8	Skipped
0	9	Not Asked

=====

Name: qpk8  
 Description: Budget deficit since the 2010 midterm elections, qpk7\_insert

Count	Code	Label
1576	1	Gone Up
441	2	Remained the same
160	3	Gone Down
284	4	Can't Say
39	8	Skipped
0	9	Not Asked

=====

Name: preschoice\_lean  
 Description: Vote choice if presidential election held today - Lean

Count	Code	Label
128	1	Obama, the Democrat
127	2	Romney, the Republican

50	8	Skipped
2195	9	Not Asked

```
=====
Name:      preschoice
Description: Vote choice if presidential election held today
```

Count	Code	Label
1137	1	Barack Obama\$phrase1q2
1057	2	Mitt Romney\$phrase2q2
305	3	Not Sure
1	8	Skipped
0	9	Not Asked

```
=====
Name:      preschoice_party
Description: preschoice - Party ID indicator
```

Count	Code	Label
0	-9	Not Asked
0	-8	Skipped
1197	1	Party shown
1303	2	No party shown

```
=====
Name:      eventsinterest
Description: Interest in current events
```

Count	Code	Label
1216	1	Almost Daily
717	2	Some of the time
346	3	Only now and then
220	4	Hardly at all
1	8	Skipped
0	9	Not Asked

```
=====
Name:      ideo_self
Description: Ideology - Self
```

Count	Code	Label
162	1	Extremely liberal
349	2	Liberal
212	3	Slightly liberal
546	4	Moderate; middle of the road
255	5	Slightly conservative
574	6	Conservative
267	7	Extremely conservative
134	8	Can't Say
1	98	Skipped
0	99	Not Asked

```
=====
Name:      ideo_self_dk
Description: Ideology - Self, can't say followup
```

Count	Code	Label
20	1	Liberal
25	2	Conservative
61	3	Moderate
28	4	Other
0	8	Skipped

2366 9 Not Asked

=====

Name:           ideo\_dem  
Description:   Ideology - Most Democratic Party supporters

Count	Code	Label
-----	----	-----
473	1	Extremely liberal
978	2	Liberal
392	3	Slightly liberal
280	4	Moderate; middle of the road
74	5	Slightly conservative
64	6	Conservative
32	7	Extremely conservative
202	8	Can't Say
5	98	Skipped
0	99	Not Asked

=====

Name:           ideo\_rep  
Description:   Ideology - Most Republican Party supporters

Count	Code	Label
-----	----	-----
41	1	Extremely liberal
47	2	Liberal
46	3	Slightly liberal
181	4	Moderate; middle of the road
317	5	Slightly conservative
1129	6	Conservative
522	7	Extremely conservative
213	8	Can't Say
4	98	Skipped
0	99	Not Asked

=====

Name:           ideo\_mr  
Description:   Ideology - Mitt Romney

Count	Code	Label
-----	----	-----
48	1	Extremely liberal
49	2	Liberal
49	3	Slightly liberal
253	4	Moderate; middle of the road
480	5	Slightly conservative
923	6	Conservative
405	7	Extremely conservative
290	8	Can't Say
3	98	Skipped
0	99	Not Asked

=====

Name:           ideo\_tp  
Description:   Ideology - Most Tea Party Supporters

Count	Code	Label
-----	----	-----
62	1	Extremely liberal
30	2	Liberal
33	3	Slightly liberal
191	4	Moderate; middle of the road
120	5	Slightly conservative
499	6	Conservative
1261	7	Extremely conservative
301	8	Can't Say

3 98 Skipped  
0 99 Not Asked

=====  
Name:           ideo\_ows  
Description:   Ideology - People active in the 'Occupy Wall Street' movement

Count	Code	Label
-----	----	-----
1092	1	Extremely liberal
437	2	Liberal
114	3	Slightly liberal
272	4	Moderate; middle of the road
77	5	Slightly conservative
62	6	Conservative
62	7	Extremely conservative
380	8	Can't Say
4	98	Skipped
0	99	Not Asked

=====  
Name:           ideo\_bo  
Description:   Ideology - Barack Obama

Count	Code	Label
-----	----	-----
907	1	Extremely liberal
460	2	Liberal
328	3	Slightly liberal
403	4	Moderate; middle of the road
96	5	Slightly conservative
62	6	Conservative
35	7	Extremely conservative
206	8	Can't Say
3	98	Skipped
0	99	Not Asked

=====  
Name:           likescale\_sdem  
Description:   Like/dislike - Supporters of Democratic Party

Count	Code	Label
-----	----	-----
140	997	Don't know
21	998	Skipped
0	999	Not Asked

=====  
Name:           likescale\_srep  
Description:   Like/dislike - Supporters of Republican Party

Count	Code	Label
-----	----	-----
141	997	Don't know
23	998	Skipped
0	999	Not Asked

=====  
Name:           likescale\_bo  
Description:   Like/dislike - President Obama

Count	Code	Label
-----	----	-----
77	997	Don't know
25	998	Skipped
0	999	Not Asked

```
=====
Name:      likescale_mr
Description: Like/dislike - Mitt Romney
```

Count	Code	Label
128	997	Don't know
22	998	Skipped
0	999	Not Asked

```
=====
Name:      likescale_sp
Description: Like/dislike - Sarah Palin
```

Count	Code	Label
107	997	Don't know
21	998	Skipped
0	999	Not Asked

```
=====
Name:      likescale_hc
Description: Like/dislike - Hillary Clinton
```

Count	Code	Label
85	997	Don't know
23	998	Skipped
0	999	Not Asked

```
=====
Name:      rep_likescale_sdem
Description: Like/dislike - How Republicans feel about Democratic Party
supporters
```

Count	Code	Label
183	997	Don't know
16	998	Skipped
0	999	Not Asked

```
=====
Name:      rep_likescale_srep
Description: Like/dislike - How Republicans feel about Republican Party
supporters
```

Count	Code	Label
172	997	Don't know
17	998	Skipped
0	999	Not Asked

```
=====
Name:      rep_likescale_bo
Description: Like/dislike - How Republicans feel about President Obama
```

Count	Code	Label
126	997	Don't know
18	998	Skipped
0	999	Not Asked

```
=====
Name:      rep_likescale_mr
Description: Like/dislike - How Republicans feel about Mitt Romney
```

Count	Code	Label
-------	------	-------



Count	Code	Label
176	997	Don't know
16	998	Skipped
0	999	Not Asked

=====

Name: rep\_likescale\_sp  
 Description: Like/dislike - How Republicans feel about Sarah Palin

Count	Code	Label
178	997	Don't know
15	998	Skipped
0	999	Not Asked

=====

Name: rep\_likescale\_hc  
 Description: Like/dislike - How Republicans feel about Hillary Clinton

Count	Code	Label
160	997	Don't know
14	998	Skipped
0	999	Not Asked

=====

Name: dem\_likescale\_sdem  
 Description: Like/dislike - How Democrats feel about Democratic Party supporters

Count	Code	Label
182	997	Don't know
16	998	Skipped
0	999	Not Asked

=====

Name: dem\_likescale\_srep  
 Description: Like/dislike - How Democrats feel about Republican Party supporters

Count	Code	Label
189	997	Don't know
18	998	Skipped
0	999	Not Asked

=====

Name: dem\_likescale\_bo  
 Description: Like/dislike - How Democrats feel about President Obama

Count	Code	Label
159	997	Don't know
16	998	Skipped
0	999	Not Asked

=====

Name: dem\_likescale\_mr  
 Description: Like/dislike - How Democrats feel about Mitt Romney

Count	Code	Label
194	997	Don't know
14	998	Skipped
0	999	Not Asked

```
=====
Name:      dem_likescale_sp
Description: Like/dislike - How Democrats feel about Sarah Palin
```

Count	Code	Label
180	997	Don't know
13	998	Skipped
0	999	Not Asked

```
=====
Name:      dem_likescale_hc
Description: Like/dislike - How Democrats feel about Hillary Clinton
```

Count	Code	Label
168	997	Don't know
13	998	Skipped
0	999	Not Asked

```
=====
Name:      birthyr
Description: Birth Year
```

Count	Code	Label
0	9998	Skipped
0	9999	Not Asked

```
=====
Name:      gender
Description: Gender
```

Count	Code	Label
1155	1	Male
1345	2	Female
0	8	Skipped
0	9	Not Asked

```
=====
Name:      pid7
Description: 7 point Party ID
```

Count	Code	Label
585	1	Strong Democrat
301	2	Not very strong Democrat
223	3	Lean Democrat
316	4	Independent
246	5	Lean Republican
268	6	Not very strong Republican
481	7	Strong Republican
79	8	Not sure
0	98	Skipped
1	99	Not Asked

```
=====
Name:      pid3
Description: 3 point party ID
```

Count	Code	Label
887	1	Democrat
750	2	Republican
709	3	Independent
20	4	Other

134	5	Not sure
0	8	Skipped
0	9	Not Asked

```
=====
Name:      race
Description: Race
```

Count	Code	Label
1877	1	White
258	2	Black
215	3	Hispanic
31	4	Asian
12	5	Native American
64	6	Mixed
40	7	Other
3	8	Middle Eastern
0	98	Skipped
0	99	Not Asked

```
=====
Name:      educ
Description: Education
```

Count	Code	Label
104	1	No HS
866	2	High school graduate
607	3	Some college
207	4	2-year
460	5	4-year
256	6	Post-grad
0	8	Skipped
0	9	Not Asked

```
=====
Name:      marstat
Description: Marital Status
```

Count	Code	Label
1338	1	Married
40	2	Separated
278	3	Divorced
117	4	Widowed
604	5	Single
122	6	Domestic partnership
1	8	Skipped
0	9	Not Asked

```
=====
Name:      employ
Description: Employment Status
```

Count	Code	Label
929	1	Full-time
267	2	Part-time
17	3	Temporarily laid off
205	4	Unemployed
511	5	Retired
172	6	Permanently disabled
211	7	Homemaker
143	8	Student
45	9	Other
0	98	Skipped

0 99 Not Asked

=====

Name: pew\_bornagain  
Description: Born Again (Pew version)

Count	Code	Label
774	1	Yes
1726	2	No
0	8	Skipped
0	9	Not Asked

=====

Name: pew\_religimp  
Description: Importance of religion (Pew version)

Count	Code	Label
1076	1	Very important
601	2	Somewhat important
340	3	Not too important
483	4	Not at all important
0	8	Skipped
0	9	Not Asked

=====

Name: pew\_churatd  
Description: Church attendance (Pew version)

Count	Code	Label
273	1	More than once a week
457	2	Once a week
165	3	Once or twice a month
298	4	A few times a year
550	5	Seldom
704	6	Never
53	7	Don't know
0	8	Skipped
0	9	Not Asked

=====

Name: pew\_prayer  
Description: Frequency of Prayer (Pew version)

Count	Code	Label
825	1	Several times a day
379	2	Once a day
300	3	A few times a week
58	4	Once a week
160	5	A few times a month
313	6	Seldom
393	7	Never
72	8	Don't know
0	98	Skipped
0	99	Not Asked

=====

Name: religpew  
Description: Pew religion

Count	Code	Label
1024	1	Protestant
472	2	Roman Catholic

59	3	Mormon
9	4	Eastern or Greek Orthodox
65	5	Jewish
9	6	Muslim
20	7	Buddhist
2	8	Hindu
126	9	Atheist
135	10	Agnostic
420	11	Nothing in particular
158	12	Something else
1	98	Skipped
0	99	Not Asked

=====

Name: religpew\_protestant  
Description: Protestant Church

Count	Code	Label
340	1	Baptist
140	2	Methodist
219	3	Nondenominational or Independent Church
125	4	Lutheran
70	5	Presbyterian
77	6	Pentecostal
38	7	Episcopalian
45	8	Church of Christ or Disciples of Christ
25	9	Congregational or United Church of Christ
12	10	Holiness
13	11	Reformed
8	12	Adventist
12	13	Jehovah's Witness
81	90	Something else
0	98	Skipped
1295	99	Not Asked

=====

Name: ideo5  
Description: Ideology

Count	Code	Label
208	1	Very liberal
421	2	Liberal
701	3	Moderate
607	4	Conservative
347	5	Very Conservative
216	6	Not sure
0	8	Skipped
0	9	Not Asked

=====

Name: newsint  
Description: Interest in news and public affairs

Count	Code	Label
1294	1	Most of the time
672	2	Some of the time
290	3	Only now and then
159	4	Hardly at all
85	7	Don't know
0	8	Skipped
0	9	Not Asked

=====

Name: faminc2

Description: What was your family's annual income last year?

Count	Code	Label
69	12	\$150,000 - \$199,999
25	13	\$200,000 - \$249,999
16	14	\$250,000 - \$349,999
6	15	\$350,000 - \$499,999
3	16	\$500,000 or more
3	98	Skipped
2378	99	Not Asked

=====  
 Name: faminc  
 Description: Family income

Count	Code	Label
139	1	Less than \$10,000
186	2	\$10,000 - \$19,999
276	3	\$20,000 - \$29,999
263	4	\$30,000 - \$39,999
235	5	\$40,000 - \$49,999
221	6	\$50,000 - \$59,999
160	7	\$60,000 - \$69,999
173	8	\$70,000 - \$79,999
175	9	\$80,000 - \$99,999
124	10	\$100,000 - \$119,999
97	11	\$120,000 - \$149,999
69	12	\$150,000 - \$199,999
25	13	\$200,000 - \$249,999
16	14	\$250,000 - \$349,999
6	15	\$350,000 - \$499,999
3	16	\$500,000 or more
3	31	\$150,000 or more
326	97	Prefer not to say
3	98	Skipped
0	99	Not Asked

=====  
 Name: votereg  
 Description: Voter Registration Status

Count	Code	Label
2259	1	Yes
219	2	No
22	3	Don't know
0	8	Skipped
0	9	Not Asked

=====  
 Name: inputstate  
 Description: State of Residence

Count	Code	Label
37	1	Alabama
3	2	Alaska
63	4	Arizona
30	5	Arkansas
240	6	California
54	8	Colorado
34	9	Connecticut
7	10	Delaware
6	11	District of Columbia
178	12	Florida

59	13	Georgia
7	15	Hawaii
14	16	Idaho
115	17	Illinois
58	18	Indiana
32	19	Iowa
18	20	Kansas
38	21	Kentucky
30	22	Louisiana
20	23	Maine
44	24	Maryland
46	25	Massachusetts
80	26	Michigan
36	27	Minnesota
13	28	Mississippi
50	29	Missouri
10	30	Montana
15	31	Nebraska
27	32	Nevada
17	33	New Hampshire
82	34	New Jersey
19	35	New Mexico
115	36	New York
80	37	North Carolina
5	38	North Dakota
113	39	Ohio
29	40	Oklahoma
42	41	Oregon
132	42	Pennsylvania
10	44	Rhode Island
29	45	South Carolina
3	46	South Dakota
47	47	Tennessee
170	48	Texas
32	49	Utah
4	50	Vermont
76	51	Virginia
71	53	Washington
18	54	West Virginia
37	55	Wisconsin
5	56	Wyoming
0	60	American Samoa
0	64	Federated States of Micronesia
0	66	Guam
0	68	Marshall Islands
0	69	Northern Mariana Islands
0	70	Palau
0	72	Puerto Rico
0	74	U.S. Minor Outlying Islands
0	78	Virgin Islands
0	81	Alberta
0	82	British Columbia
0	83	Manitoba
0	84	New Brunswick
0	85	Newfoundland
0	86	Northwest Territories
0	87	Nova Scotia
0	88	Nunavut
0	89	Ontario
0	90	Prince Edward Island
0	91	Quebec
0	92	Saskatchewan
0	93	Yukon Territory
0	99	Not in the U.S. or Canada
0	998	Skipped
0	999	Not Asked

