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Project Code: VAND0012
Project Name: Reactions to Political Ads
Prepared for: John Geer
Interviews: 600
Field Period: June 4th, 2012 - June 11th, 2012
Project Manager: Sam Luks - 650.462.8009
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Matching and Weighting

YouGov interviewed 856 respondents who were then matched down to a sample of 600 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 and citizens of the United States from the 2007 American Community Survey. Those marginals are shown below.

Gen pop
Age: 18-29: 22.14%
30-64: 61.31%
65+: 16.55%

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

Political ID: Democrat: 32.27%
Lean Decmocrat: 15.00%
Independent: 17.00%
Lean Republican: 9.72%
Republican: 25.37%
Other: .34%

Citizen
Age: 18-29: 21.48%
30-64: 61.01%
65+: 17.51%

Gender: Male: 48.23%
Female: 51.77%

Race: White/Other: 79.54%
Black: 11.82%
Hispanic: 8.65%

Education: HS or less: 44.98%
Some College: 29.99%
College Graduate: 16.29%
Post-graduate: 8.75

Political ID: Democrat: 32.76%
Lean Decmocrat: 14.56%
Independent: 15.64%
Lean Republican: 9.60%
Republican: 27.08%
Other: .36%

Variable List

Name	Description
caseid	Case ID
weight_gp	Weight - Gen pop
weight_ct	Weight - Citizen
q1	Able to see video clearly
q2_disgusted	Feelings from ad - Disgusted
q2_angry	Feelings from ad - Angry
q2_worried	Feelings from ad - Worried
q2_happy	Feelings from ad - Happy
q2_hopeful	Feelings from ad - Hopeful
q3	Opinion on the ad - Fairness
q4	Opinion on the ad - Truthfulness
q5	Opinion on the ad - Believable
q5b	Opinion on the ad - interesting
q5c	Opinion on the ad - memorable
q6	Information about Barack Obama from the ad
q7	Information about Mitt Romney from the ad
q8	Opinion on the ad - likeable
q9_obama	Opinion of Barack Obama
q9_romney	Opinion of Mitt Romney
q10_dk	Likely presidential vote preference for undecided voters: Obama vs. Romney
q10	Current preference on presidential vote
q12	Positive or Negative influence
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
faminc	Family income
votereg	Voter Registration Status
inputstate	State of Residence

Variable Map and Codebook

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==
Name: caseid
Description: Case ID

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==
Name: weight_gp
Description: Weight - Gen pop

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==
Name: weight_ct
Description: Weight - Citizen

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==
Name: q1
Description: Able to see video clearly

Count	Code	Label
600	1	Yes
0	2	No
0	8	Skipped
0	9	Not Asked

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==
Name: q2_disgusted
Description: Feelings from ad - Disgusted

Count	Code	Label
145	1	Not at all
90	2	Slightly
97	3	Moderately
110	4	Quite a bit
149	5	Extremely
9	8	Skipped
0	9	Not Asked

==========
==
Name: q2_angry
Description: Feelings from ad - Angry

Count	Code	Label
177	1	Not at all
97	2	Slightly
92	3	Moderately
106	4	Quite a bit
112	5	Extremely
16	8	Skipped
0	9	Not Asked

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==
Name: q2_worried
Description: Feelings from ad - Worried

Count	Code	Label
248	1	Not at all
109	2	Slightly
84	3	Moderately
68	4	Quite a bit
71	5	Extremely
20	8	Skipped
0	9	Not Asked

==========

Name: q2_happy
Description: Feelings from ad - Happy

Count	Code	Label
471	1	Not at all
38	2	Slightly
41	3	Moderately
13	4	Quite a bit
16	5	Extremely
21	8	Skipped
0	9	Not Asked

==========

Name: q2_hopeful
Description: Feelings from ad - Hopeful

Count	Code	Label
406	1	Not at all
62	2	Slightly
62	3	Moderately
27	4	Quite a bit
24	5	Extremely
19	8	Skipped
0	9	Not Asked

==========

Name: q3
Description: Opinion on the ad - Fairness

Count	Code	Label
87	1	Very fair
102	2	Somewhat fair
187	3	Neither fair nor unfair
83	4	Somewhat unfair
140	5	Very unfair
1	8	Skipped
0	9	Not Asked

==========

Name: q4
Description: Opinion on the ad - Truthfulness

Count	Code	Label
87	1	Very truthful
141	2	Somewhat truthful
149	3	Neither truthful nor untruthful
99	4	Somewhat untruthful
124	5	Very untruthful

0	8	Skipped
0	9	Not Asked

==========
==
Name: q5
Description: Opinion on the ad - Believable

Count	Code	Label
113	1	Very believable
124	2	Somewhat believable
151	3	Neither believable nor unbelievable
73	4	Somewhat unbelievable
138	5	Very unbelievable
1	8	Skipped
0	9	Not Asked

==========
==
Name: q5b
Description: Opinion on the ad - interesting

Count	Code	Label
86	1	Very interesting
138	2	Somewhat interesting
165	3	Neither interesting nor uninteresting
63	4	Somewhat uninteresting
146	5	Very uninteresting
2	8	Skipped
0	9	Not Asked

==========
==
Name: q5c
Description: Opinion on the ad - memorable

Count	Code	Label
81	1	Very memorable
146	2	Somewhat memorable
204	3	Neither memorable nor unmemorable
59	4	Somewhat unmemorable
110	5	Very unmemorable
0	8	Skipped
0	9	Not Asked

==========
==
Name: q6
Description: Information about Barack Obama from the ad

Count	Code	Label
97	1	Learned a lot
127	2	Learned a few things
166	3	Learned little
210	4	Learned nothing at all
0	8	Skipped
0	9	Not Asked

==========
==
Name: q7
Description: Information about Mitt Romney from the ad

Count	Code	Label
80	1	Learned a lot
154	2	Learned a few things
133	3	Learned little
232	4	Learned nothing at all
1	8	Skipped
0	9	Not Asked

==========
==
Name: q8
Description: Opinion on the ad - likeable

Count	Code	Label
57	1	Liked a lot
68	2	Liked a little
200	3	Neither liked nor disliked
64	4	Disliked a little
210	5	Disliked a lot
1	8	Skipped
0	9	Not Asked

==========
==
Name: q9_obama
Description: Opinion of Barack Obama

Count	Code	Label
151	1	Very favorable
116	2	Somewhat favorable
52	3	Somewhat unfavorable
235	4	Very unfavorable
46	5	Don't know
0	8	Skipped
0	9	Not Asked

==========
==
Name: q9_romney
Description: Opinion of Mitt Romney

Count	Code	Label
65	1	Very favorable
146	2	Somewhat favorable
119	3	Somewhat unfavorable
214	4	Very unfavorable
55	5	Don't know
1	8	Skipped
0	9	Not Asked

==========
==
Name: q10_dk
Description: Likely presidential vote preference for undecided voters: Obama vs. Romney

Count	Code	Label
25	1	Barack Obama
16	2	Mitt Romney
78	3	Not sure
1	8	Skipped
480	9	Not Asked

==========
==
Name: q10
Description: Current preference on presidential vote

Count	Code	Label
227	1	Barack Obama
195	2	Mitt Romney
58	3	Other
120	4	Not sure
0	8	Skipped
0	9	Not Asked

==========
==
Name: q12
Description: Positive or Negative influence

Count	Code	Label
23	1	Very positive
37	2	Somewhat positive
152	3	Neither positive nor negative
155	4	Somewhat negative
233	5	Very negative
0	8	Skipped
0	9	Not Asked

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

Count	Code	Label
0	9998	Skipped
0	9999	Not Asked

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

Count	Code	Label
289	1	Male
311	2	Female
0	8	Skipped
0	9	Not Asked

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

Count	Code	Label
89	1	Strong Democrat
48	2	Not very strong Democrat
52	3	Lean Democrat
242	4	Independent
31	5	Lean Republican
46	6	Not very strong Republican
73	7	Strong Republican
19	8	Not sure

0	98	Skipped
0	99	Not Asked

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

Count	Code	Label
137	1	Democrat
119	2	Republican
300	3	Independent
1	4	Other
43	5	Not sure
0	8	Skipped
0	9	Not Asked

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

Count	Code	Label
432	1	White
61	2	Black
64	3	Hispanic
8	4	Asian
6	5	Native American
10	6	Mixed
19	7	Other
0	8	Middle Eastern
0	98	Skipped
0	99	Not Asked

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

Count	Code	Label
28	1	No HS
222	2	High school graduate
123	3	Some college
69	4	2-year
102	5	4-year
56	6	Post-grad
0	8	Skipped
0	9	Not Asked

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

Count	Code	Label
336	1	Married
15	2	Separated
68	3	Divorced
28	4	Widowed
126	5	Single
27	6	Domestic partnership
0	8	Skipped
0	9	Not Asked

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

Count	Code	Label
226	1	Full-time
65	2	Part-time
2	3	Temporarily laid off
54	4	Unemployed
104	5	Retired
49	6	Permanently disabled
47	7	Homemaker
31	8	Student
22	9	Other
0	98	Skipped
0	99	Not Asked

==========
==
Name: pew_bornagain
Description: Born Again (Pew version)

Count	Code	Label
171	1	Yes
429	2	No
0	8	Skipped
0	9	Not Asked

==========
==
Name: pew_religimp
Description: Importance of religion (Pew version)

Count	Code	Label
269	1	Very important
157	2	Somewhat important
74	3	Not too important
100	4	Not at all important
0	8	Skipped
0	9	Not Asked

==========
==
Name: pew_churatd
Description: Church attendance (Pew version)

Count	Code	Label
66	1	More than once a week
97	2	Once a week
50	3	Once or twice a month
76	4	A few times a year
127	5	Seldom
171	6	Never
13	7	Don't know
0	8	Skipped
0	9	Not Asked

==========
==
Name: pew_prayer
Description: Frequency of Prayer (Pew version)

Count	Code	Label
209	1	Several times a day
98	2	Once a day
83	3	A few times a week
13	4	Once a week
39	5	A few times a month
66	6	Seldom
69	7	Never
23	8	Don't know
0	98	Skipped
0	99	Not Asked

==========

Name: religpew
Description: Pew religion

Count	Code	Label
241	1	Protestant
115	2	Roman Catholic
11	3	Mormon
7	4	Eastern or Greek Orthodox
12	5	Jewish
4	6	Muslim
3	7	Buddhist
0	8	Hindu
24	9	Atheist
22	10	Agnostic
121	11	Nothing in particular
40	12	Something else
0	98	Skipped
0	99	Not Asked

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Name: religpew_protestant
Description: Protestant Church

Count	Code	Label
80	1	Baptist
37	2	Methodist
60	3	Nondenominational or Independent Church
24	4	Lutheran
12	5	Presbyterian
9	6	Pentecostal
7	7	Episcopalian
10	8	Church of Christ or Disciples of Christ
9	9	Congregational or United Church of Christ
4	10	Holiness
3	11	Reformed
2	12	Adventist
8	13	Jehovah's Witness
20	90	Something else
1	98	Skipped
314	99	Not Asked

==========

Name: ideo5
Description: Ideology

Count	Code	Label

28	1	Very liberal
65	2	Liberal
240	3	Moderate
118	4	Conservative
77	5	Very Conservative
72	6	Not sure
0	8	Skipped
0	9	Not Asked

==========
==
Name: newsint
Description: Interest in news and public affairs

Count	Code	Label
313	1	Most of the time
163	2	Some of the time
61	3	Only now and then
43	4	Hardly at all
20	7	Don't know
0	8	Skipped
0	9	Not Asked

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

Count	Code	Label
34	1	Less than $10,000
54	2	$10,000 - $19,999
68	3	$20,000 - $29,999
71	4	$30,000 - $39,999
52	5	$40,000 - $49,999
55	6	$50,000 - $59,999
33	7	$60,000 - $69,999
39	8	$70,000 - $79,999
41	9	$80,000 - $99,999
25	10	$100,000 - $119,999
27	11	$120,000 - $149,999
18	12	$150,000 - $199,999
1	13	$200,000 - $249,999
2	14	$250,000 - $349,999
0	15	$350,000 - $499,999
1	16	$500,000 or more
1	31	$150,000 or more
77	97	Prefer not to say
1	98	Skipped
0	99	Not Asked

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

Count	Code	Label
477	1	Yes
111	2	No
12	3	Don't know
0	8	Skipped
0	9	Not Asked

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Name: inputstate
Description: State of Residence

Count	Code	Label
9	1	Alabama
1	2	Alaska
16	4	Arizona
6	5	Arkansas
57	6	California
14	8	Colorado
11	9	Connecticut
2	10	Delaware
0	11	District of Columbia
55	12	Florida
15	13	Georgia
2	15	Hawaii
5	16	Idaho
20	17	Illinois
8	18	Indiana
9	19	Iowa
6	20	Kansas
6	21	Kentucky
10	22	Louisiana
8	23	Maine
7	24	Maryland
11	25	Massachusetts
17	26	Michigan
11	27	Minnesota
3	28	Mississippi
13	29	Missouri
2	30	Montana
3	31	Nebraska
11	32	Nevada
4	33	New Hampshire
18	34	New Jersey
7	35	New Mexico
33	36	New York
15	37	North Carolina
1	38	North Dakota
24	39	Ohio
7	40	Oklahoma
9	41	Oregon
19	42	Pennsylvania
1	44	Rhode Island
10	45	South Carolina
0	46	South Dakota
10	47	Tennessee
43	48	Texas
6	49	Utah
3	50	Vermont
21	51	Virginia
19	53	Washington
1	54	West Virginia
9	55	Wisconsin
2	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
```