CODEBOOK: Presidential Campaigns and the Fundamentals Reconsidered

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Abstract

This Codebook includes all information necessary to replicate the analyses reported in Enns, Peter K. and Brian Richman. 2013. "Presidential Campaigns and the Fundamentals Reconsidered." *Journal of Politics* 75(3). Specifically, we list the necessary data files and replication do files (available at `http://dvn.iq.harvard.edu/dvn/dv/Enns`) and we describe all variables in these datasets. Please direct any questions to Peter Enns (pe52@cornell.edu). Also, if you utilize these data, in addition to citing Enns & Richman (2013*b*), please cite the original sources of the data as appropriate.

Vote Intentions During the 2000 Presidential Campaign

Stata Data File: EnnsRichman_NAES_VoteIntentions.dta

Stata Do File: EnnsRichman_VoteIntentions.do

Unless otherwise noted, these data come from the 2000 National Annenberg Election Survey. The NAES data are available here: urlhttp://www.annenbergpublicpolicycenter.org/political-communication/naes/naes-data-sets/. For precise question wording and variable names in the NAES data, see Enns & Richman (2013*a*). For additional details on variable coding see Enns & Richman (2013*b*).

1. **mydate:** The date the survey was conducted.

2. **ck04:** Generally speaking, do you care a good deal which party wins the 2000 presidential election, or dont you care very much? 1=good deal, 2=not very much, 998=don't know, 999=no answer

3. **days_elec:** A counter from -329 to 1, indicating the number of days prior to the election the survey was conducted. Coded 0 if survey was conducted after the election and respondent indicated did not vote. Coded as 1 if respondent indicated that he or she had already voted (including voting early or on election days). Coded as missing if survey was conducted after the election and respondent did not indicate whether or not he or she voted.

4. **correct_pv15all:** A measure of whether respondents expressed a vote intention that corresponds with the "correctly" weighted fundamentals. 1="correct" vote intention, 0="incorrect" vote intention.

5. **int_winner:** A measure of respondents' motivation to optimize when answering the vote intention question. This measure is based on how much the respondent cares which party wins the presidential election (ck04). 1=care a good deal, 0=does not care very much or don't know.

6. **zknow18:** A summary measure of respondent knowledge about the presidential campaign, based on 18 questions asked in the 2000 NAES. See Enns & Richman (2013*b*) and Enns & Richman (2013*a*) for a complete discussion of this measure. Scaled to have a mean of 0 and a standard deviation of 0.5.

7. **zexp10:** A summary measure of self-reported campaign exposure, based on 10 questions asked in the 2000 NAES. See Enns & Richman (2013*b*) and Enns & Richman (2013*a*) for a complete discussion of this measure. Scaled to have a mean of 0 and a standard deviation of 0.5.

8. **zeduc:** Respondents' education level based on cw06. The lowest value corresponds with grade eight or lower. The highest value corresponds with graduate or professional degree. Scaled to have a mean of 0 and a standard deviation of 0.5.

9. **ztot_presad_exp3:** A measure based on each respondents' potential exposure to presidential campaign advertisements. The ad data come from the Wisconsin Advertising Project (`http://wiscadproject.wisc.edu/download.php`). If this variable is used, please also cite Goldstein, Franz & Ridout (2002). This measure combines the amount of presidential campaign ads broadcast in the respondents' media market along with an estimate of respondent television viewing habits. See Enns & Richman (2013*b*) and Enns & Richman (2013*a*) for a complete discussion and validation of this measure. Scaled to have a mean of 0 and a standard deviation of 0.5.

10.**noaddata:** The Wisconsin Ad Data are only available for the 75 largest media markets. This variable is coded as a 0 for these 75 media markets and a 0 for the remaining smallest media markets.

11.**battleground:** A measure of whether or not the parties considered a state a battle ground state based on Shaw (2006, 64). Please cite Shaw (2006) if you use this variable. 0=Republican or Democratic Base (both parties agree), 0.5=CA (Democrats said CA was a Democratic base but Republicans said CA only lean Democratic), 1=State leans Republican or leans Democrat (both parties agree), 1.5=Democrats say leans Democratic and Republicans say battleground state, 2=Battleground state (both parties agree)

12.**dkna_dem18_perc:** The proportion of 18 demographic questions to which the respondent answered "don't know." See Enns & Richman (2013*a*) for a list of the 18 questions.

13.**dkna_dem18:** The number of "don't know" responses to 18 demographic questions.

14.**intvote2party_gore:** Vote intention: 1=Gore, 0=Bush

15.**zpiddem:** Respondent partisanship coded on a seven–point scale, with higher values indicating strong Democrat. Scaled to have a mean of 0 and a standard deviation of 0.5.

16.**zclintapp:** Approval of President Clinton, based on a 100 point feeling thermometer. Scaled to have a mean of 0 and a standard deviation of 0.5.

17.**zideollib:** Political ideology coded on a five–point scale, with higher values indicating very liberal. Scaled to have a mean of 0 and a standard deviation of 0.5.

18.**zmood:** A measure of policy mood liberalism based on 10 social policy questions. Scaled to have a mean of 0 and a standard deviation of 0.5.

19.**zmoral:** A measure of "moral mood" based on four questions about same sex marriage and abortion. Scaled to have a mean of 0 and a standard deviation of 0.5.

20.**zecon:** Rating of economic conditions based on four–point scale, with the highest value indicating excellent. Scaled to have a mean of 0 and a standard deviation of 0.5.

21.**black:** Respondent identifies race as Black.

22.**hispanic:** Respondent identifies as Spanish or Hispanic origin.

23.**south:** Respondent resides in South Atlantic, East South Central, or West South Central United States.

24.**zinccontmed:** Household income. Nine categories are coded to reflect the midpoint of each response option. Scaled to have a mean of 0 and a standard deviation of 0.5.

25.**incomedkna:** Coded 1 if respondent indicated "don't know" or if did not answer income question; 0 otherwise.

26.**zage:** Age, ranges from 18 to 97. Scaled to have a mean of 0 and a standard deviation of 0.5.

27.**female:** 1=female, 0=male

28.**otherrace:** Coded 1 if race identified as Asian, race identified as "don't know," race identified as no answer, or verbatim response offered that did not correspond with Hispanic; 0 otherwise.

29.**cemperiod:** 30 periods throughout the campaign created to keep the number of respondents within each period as equivalent as possible. -30 corresponds with the earliest period and -1 corresponds with the week immediately preceding the election.

NAES Panel Data Analysis

Stata Data File: EnnsRichman_NAESPanelDataAnalysis.dta

Stata Do File: EnnsRichman_PanelDataAnalysis.do

The data come from the panel component of the 2000 National Annenberg Election Survey. The NAES data are available here: urlhttp://www.annenbergpublicpolicycenter.org/political-communication/naes/naes-data-sets/.

1. **_stack:** Variable to indicate whether the observation corresponds with the first interview (1), the second (2), or the third (3).

2. **CKEY:** Respondent identifier.

3. **exp401:** A summary measure of self-reported campaign exposure based on 4 questions (ce03, ce07, ce15, ce21). Scaled to range from 0 to 1.

4. **knowledge5:** A summary measure of campaign knowledge based on 5 questions (cd10, cd11, cd12, cd14, cd15). Scaled to range from 0 to 1.

5. **correct_pv15prob:** A continuous measure indicating the predicted probability that the respondent's vote intention matches the "correctly" weighted fundamentals (full fundamentals model).

6. **correct_pv2prob:** A continuous measure indicating the predicted probability that the respondent's vote intention matches the "correctly" weighted fundamentals. This measure differs from the above variable in that only two fundamentals (partisanship and approval of the incumbent president) are included in the fundamentals model.

7. **mydate01:** The date the survey was conducted, scaled from 0 (first survey date) to 1 (last survey date).

8. **not_int:** A measure of respondents' motivation to satisfice when answering the vote intention question. 0=cares a good deal which party wins the election and 1 indicates does not care very much which party wins the election.

9. **dnot_int:** A measure of change in motivation to satisfice from one panel survey to the next. 1 indicates an increase in motivation to satisfice, 0 indicates no change, and -1 indicates decreased motivation to satisfice (i.e., increased motivation to optimize).

10.**mydate01sq:** mydate01 squared.

The California Voter Guide as a Treatment Effect

Stata Data File: EnnsRichman_NAES_VoteIntentions.dta

Stata Do File: EnnsRichman_CA_Analysis.do

Stata Do File: EnnsRichman_CA_AnalysisPlacebo.do

1. **cst:** Respondent state

2. **registered:** 1 if respondent indicates registered to vote, 0 otherwise (cr02).

ANES Survey Mode Experiment

Stata Data File: EnnsRichman_2000anes.dta

Stata Do File: EnnsRichman_2000anes.do

These Data come from the 2000 American National Election Study. For precise question wording and variable names in the ANES data, see Enns & Richman (2013*a*). For additional details on variable coding see Enns & Richman (2013*b*).

1. **daysbefelec:** Number of days before the election, ranging from -63 to -1.

2. **zdaysbefelec:** Number of days before the election scaled to a mean of 0 and standard deviation of 0.5.

3. **ftf:** Survey interview type, 0=telephone, 1=face to face.

4. **dkvoteint:** "Don't know" response to the vote intention question, 0=offered a response, 1=responded "don't know," na or refused coded as missing values.

5. **gorevote:** Self-reported presidential vote. 0=vote for Bush, 1=vote for Gore.

6. **strongpid:** A measure of whether the respondent identifies as a strong Republican or strong Democrat.

7. **polknow:** A measure of respondents' knowledge of politics and public affairs based on the interviewer's evaluations.

8. **zpolknow:** Political knowledge scaled to a mean of 0 and standard deviation of 0.5

9. **mediaexp5:** A summary measure of campaign exposure based on self-reported exposure to national news, local news, late news, the newspaper, and campaign advertisements.

10. **zmediaexp5:** Campaign exposure scaled to a mean of 0 and standard deviation of 0.5

11. **cv30:** A measure of whether respondents expressed a vote intention that corresponds with the "correctly" weighted fundamentals. 1="correct" vote intention, 0="incorrect" vote intention. The estimate of the correctly weighted fundamentals is based on respondents who were surveyed within 30 days of the election and who reported voting in the election.

12. **cv21:** A measure of whether respondents expressed a vote intention that corresponds with the "correctly" weighted fundamentals. 1="correct" vote intention, 0="incorrect" vote intention. The estimate of the correctly weighted fundamentals is based on respondents who were surveyed within 21 days of the election and who reported voting in the election.

13. **cv14:** A measure of whether respondents expressed a vote intention that corresponds with the "correctly" weighted fundamentals. 1="correct" vote intention, 0="incorrect" vote intention. The estimate of the correctly weighted fundamentals is based on respondents who were surveyed within 14 days of the election and who reported voting in the election.

14. See Enns & Richman (2013*a*) for a discussion of the following demographic variables **afam** (African American/Black), **otherrace**, **white**, **hisp** (Hispanic,Latino), **south**, **hhincome** (household income), **dkincome** (don't know or refused income), **educ**, **age**, **age2** (age squared), **female**, **zeduc** (education standardized to a mean of 0 and standard deviation of 0.5), **zage** (age standardized), **zage2** (age squared standardized)

References

Enns, Peter K. & Brian Richman. 2013*a*. "Online/Supplementary Appendix for Presidential Campaigns and the Fundamentals Reconsidered." http://falcon.arts.cornell.edu/pe52/papers.php.

Enns, Peter K. & Brian Richman. 2013*b*. "Presidential Campaigns and the Fundamentals Reconsidered." *Journal of Politics* 75(3).

Goldstein, Kenneth, Michael Franz & Travis Ridout. 2002. "Political Advertising in 2000." Madison, WI: The Department of Political Science at The University of Wisconsin-Madison and the The Brennan Center for Justice at New York University.

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