Appendix 1- ANES “Personal Characteristics” Codes

CANDIDATE ONLY -- EXPERIENCE, ABILITY

0201 General reference to him as "a good/bad man or a good/bad guy"; R has heard good/bad things about him; qualifications; general ability; reference to his "personality"

0213 Dependable/Trustworthy/Reliable; a man you can trust with the responsibilities of government ("trust" in the capability sense, rather than the honesty sense)

0214 Undependable/Untrustworthy/Unreliable; a man you can't trust with the responsibilities of government

CANDIDATE ONLY -- CANDIDATE LEADERSHIP QUALITIES

0301 Dignified/has dignity

0302 Undignified/lacks dignity

0303 Strong/decisive/self-confident/aggressive; will end all this indecision

0304 Weak/indecisive/lacks self-confidence/vacillating; [1996] waffles, wishy washy

0305 Inspiring; a man you can follow; "a leader"; [1996] charisma

0306 Uninspiring; not a man you can follow; not a leader; [1996] lacks charisma

0335 Makes people feel good about America/being Americans; is patriotic/loves the country

0307 People have confidence in him

0308 People don't have confidence in him

0309 Good at communicating with blacks, young people, other "problem" groups

0310 Bad at communicating with blacks, young people, other "problem" groups (if communicate in general, see 0441, 0442)

0311 Knows how to handle people (at personal level)
0312 Doesn't know how to handle people (at personal level)

0313 A politician/political person; (too) much in politics; a good politician; part of Washington crowd; politically motivated; just wants to be re-elected

0314 Not a politician; not in politics; above politics; a bad politician

0315 Independent; no one runs him; his own boss

0316 Not independent; run by others; not his own man/boss

0317 Humble; knows his limitations; doesn't pretend to know all the answers

0318 Not humble enough; too cocky/self-confident; can't admit shortcomings; blames others for his/her mistakes

0319 (Too) Careful/Cautious/Good judgment

0320 (Too) Impulsive/Careless/Bad/Poor judgment

0334 Poor at explaining himself/his positions; doesn't answer questions clearly; speaks off the top of his head; doesn't stop to think before he speaks

CANDIDATE ONLY -- PERSONAL QUALITIES

0401 Honest/Sincere; keeps promises; man of integrity; means what he says; fair; not tricky; open and candid; straightforward; positive Playboy references (1976)

0402 Dishonest/Insincere; breaks promises; no integrity; doesn't mean what he says; tricky; not open and candid; not straightforward

0403 Man of high principles/ideals; high moral purpose; idealistic (if too idealistic, code 0416)

0404 Lacks principles/ideals

0405 Racist/Bigoted/Prejudiced

0406 Not a racist/bigoted/prejudiced

0407 Public servant; man of duty; conscientious; hard-working; would be a full-time President; good attendance record in Congress; dedicated; really interested in serving people
0408  Doesn't take public service seriously; lazy; would be a part-time President; poor attendance record in office; not dedicated; not really interested in serving people

0409  Doesn't use office for personal benefit; not in office to maximize personal benefit

0410  Uses/in office (mostly) for personal benefits (junket trips, big salary, other perks)

0411  Patriotic; (88) like Bush's stand on Pledge of Allegiance issue

0412  Unpatriotic; (88) dislike Dukakis' stand on Pledge of Allegiance issue

0415  Realistic

0416  Unrealistic; too idealistic; (if "idealistic" in positive sense, code 0403)

0417  Uses common sense; makes a lot of sense; pragmatic/practical/down-to-earth

0418  Not sensible; impractical

0419  (Too) well educated; scholarly

0420  Poorly educated; unschooled

0421  Intelligent/Smart

0422  Unintelligent/Stupid/Dumb

0464  Uninformed; doesn't (seem to) know anything about the issues/what is going on in the country/government

0423  Religious; "moral" (in religious sense); God-fearing; "too" religious

0424  "Irreligious"; "immoral" (in religious sense); Playboy interview (reflects on Carter--1976)

0425  Self-made; not well off; started out as poor; worked his way up; (started out) unpolished/unrefined/rough

0426  Wealthy; rich; born with silver spoon in mouth; polished/refined/well-mannered; bought way into office; use of own money to finance campaign

0431  Unsafe/Unstable; dictatorial; craves power; ruthless

0432  Safe/Stable
0433  Sense of humor; jokes a lot (too much)
0434  No sense of humor; humorless (too serious)
0435  Kind/Warm/Gentle; [1996] caring
0436  Cold/Aloof
0437  Likeable; gets along with people; friendly; outgoing; [1996] nice
0438  Not likeable; can't get along with people
0439  Democratic (in non-partisan sense)
0440  Undemocratic (in non-partisan sense)
0441  High-fallutin'/High-brow; talks in circles; can't talk to common man; can't communicate ideas well
0442  Not high-fallutin'/is low-brow; talks straight; can talk to common man; can communicate ideas well
0445  Reference to his family (not 0457)
0447  Speaking ability
0449  Appearance/Looks/Face/Appearance on TV; his smile
0450  Age (NA how perceived)
0451  (Too) Old
0452  (Too) Young
0453  Mature
0454  Immature
0455  Regional reference; "he's a Southerner"; "he's a Midwesterner"; he comes from the country/a rural area; area reference
0456  Previous occupation
0457  He's a family man
0459  Energetic; too energetic
0460  Not energetic
0461  Gender, e.g., "She's a woman"
0462  Racial/Ethnic attribute; "He is a black man"
0495  Other negative personal qualities
Other positive personal qualities

Other candidate personal qualities

Taking undeserved credit; taking credit for actions, Events, or policies one is not responsible for; Gore Claiming “to have invented the internet.”

Overcoming adversity in one’s personal life; overcoming handicaps, disabilities, disease, alcoholism, or other similar problem.

References to link with "Watergate"--positive reference to Watergate

Not associated with "Watergate"--negative reference to Watergate; making too much out of Watergate

Honest government; not corrupt; no "mess in Washington"

Doesn't work (hard) at job; not involved (enough) in the work of his office/delegates too much authority to others; has chosen poor/incompetent aides; his aides have not performed well

Will face (difficult) issues; faces problems directly; faces up to political reality

Will not face (difficult) issues; will not face problems directly; ignores political reality

Just like him/them (NA why); like everything about him/them; "I was hoping he would win the (nomination/primaries)"

Just dislike/Don't like him/them (NA why); don't like anything about him/them

References to damaging incidents in candidate's personal life (sexual escapades, financial problems, substance abuse, etc); [1980] Reference to Chappaquidic; Kennedy's personal problems

Expression of sympathy/admiration for the candidate's underdog position; trying hard against terrible odds; courageous uphill battle; "I like underdogs"; "they are bucking the guy" (keeping him off ballot, not taking him seriously, not giving him enough publicity)

Negative comments about the candidate's switching
parties, being a turncoat, disloyal to his original party

0729  Party selection of a woman for vice-president

734  [1996] Reference to Whitewater, Travel Office firings, FBI files controversies

PARTY OR CANDIDATE--GOVERNMENT ACTIVITY/PHILOSOPHY

0804  (Too) negative; always tearing down other side; no solutions of his/their own

0831  Generous, compassionate, believe in helping others

0832  Selfish, only help themselves

0833  Acceptance of change/new ideas; less bound to status quo; more open to new ideas/ways of doing things; flexible, innovative

0834  Resistance to change/new ideas; stick to (protect) status quo; resist new ways of doing things; rigid

0835  Has a well-defined set of beliefs/definite philosophy; does not compromise on principles; has (clear) understanding of goals they stand for

0836  Has poorly defined set of beliefs; lacks a definite philosophy; compromise on principles; has no (clear) understanding of goals they stand for