

## 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

- 0496 Other positive personal qualities
- 0497 Other candidate personal qualities
- 465 Taking undeserved credit; taking credit for actions, Events, or policies one is not responsible for; Gore Claiming "to have invented the internet."
- 466 Overcoming adversity in one's personal life; overcoming handicaps, disabilities, disease, alcoholism, or other similar problem.
- 0551 References to link with "Watergate"--positive reference to Watergate
- 0552 Not associated with "Watergate"--negative reference to Watergate; making too much out of Watergate
- 0603 Honest government; not corrupt; no "mess in Washington"
- \*0622 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
- 0617 Will face (difficult) issues; faces problems directly; faces up to political reality
- 0618 Will not face (difficult) issues; will not face problems directly; ignores political reality

PARTY OR CANDIDATE--MISCELLANEOUS

- 0701 Just like him/them (NA why); like everything about him/them; "I was hoping he would win the (nomination/primaries)"
- 0702 Just dislike/Don't like him/them (NA why); don't like anything about him/them
- 0719 References to damaging incidents in candidate's personal life (sexual escapades, financial problems, substance abuse, etc); [1980] Reference to Chappaquidic; Kennedy's personal problems
- 0727 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)
- 0728 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