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Title: Candidate Traits Used in NES Studies, 1979-1994

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Dataset(s): 1979, 1983, 1985, 1987, 1989, 1991, 1993 Pilots; 1980, 1982, 1984, 1986, 1988, 1990, 1992, 1994; 1980 Major Panel; 1980 Minor Panel; 1984 Continuous Monitoring, 1988 Super Tuesday

Abstract

The report charts the appearance of traits used in candidate evaluations in NES studies over the past 15 years. In Congressional Election years, the trait battery has been used for the incumbent President. The net was broadly spread to include, in addition to the traditional personal interview time series studies conducted in the fall of even-numbered years, the Pilot Studies and other major data collections, such as the 1984 Continuous Monitoring Study. The trait question wording is: "Think about [Bill Clinton]. In your opinion, does describe Bill Clinton extremely well, quite well, not too well, or not well at all?" An example of a trait is "compassionate."