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Title: Affects Toward Candidates Used in NES Studies, 1979-1994

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Abstract

The report charts the appearance of affects used in candidate evaluations in NES studies over the past 15 years. In Congressional Election years, the affect 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 affect question wording is: "Think about [Bill Clinton]. Has [Bill Clinton] -- because of the kind of person he is, or because of something he has done -- ever made you feel: ?" An example of an affect is "Angry."