

## Codebook for IOs and Public Opinion Survey Data

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**Variable Name:** serid

**Description:** ID # assigned to each respondent for confidentiality purposes

**Format:** Numeric (9 digits)

**Value Range:** 217000205 - 217026467

**Coding:** N/A

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**Variable Name:** q01a

**Description:** Response to survey question for Survey A / Control Group

**Format:** Numeric

**Value Range:** 1-5

**Coding:** 1 = I would strongly support the President  
2 = I would somewhat support the President  
3 = I would somewhat oppose the President  
4 = I would strongly oppose the President  
5 = I am unsure and/or I decline to answer

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**Variable Name:** q01b

**Description:** Response to survey question for Survey B / Treatment 1 Group

**Format:** Numeric

**Value Range:** 1-5

**Coding:** 1 = I would strongly support the President  
2 = I would somewhat support the President  
3 = I would somewhat oppose the President  
4 = I would strongly oppose the President  
5 = I am unsure and/or I decline to answer

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**Variable Name:** q01c

**Description:** Response to survey question for Survey C / Treatment 2 Group

**Format:** Numeric

**Value Range:** 1-5

**Coding:** 1 = I would strongly support the President  
2 = I would somewhat support the President  
3 = I would somewhat oppose the President  
4 = I would strongly oppose the President  
5 = I am unsure and/or I decline to answer

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**Variable Name:** q01d

**Description:** Response to survey question for Survey D / Treatment 3 Group

**Format:** Numeric

**Value Range:** 1-5

**Coding:** 1 = I would strongly support the President  
2 = I would somewhat support the President  
3 = I would somewhat oppose the President  
4 = I would strongly oppose the President  
5 = I am unsure and/or I decline to answer

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**Variable Name:** ppgender

**Description:** Respondent's reported gender

**Format:** Numeric

**Value Range:** 1-2

**Coding:** 1 = Male  
2 = Female

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**Variable Name:** ppethm

**Description:** Respondent's reported race/ethnicity

**Format:** Numeric

**Value Range:** 1-5

**Coding:** 1 = White; Non-Hispanic  
2 = Black; Non-Hispanic  
3 = Other; Non-Hispanic  
4 = Hispanic  
5 = 2+ races; Non-Hispanic

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**Variable Name:** ppeduc

**Description:** Respondent's reported education level

**Format:** Numeric

**Value Range:** 1-7

**Coding:** 1 = Less than high school  
2 = High school graduate (high school diploma or GED equivalent)  
3 = Some college, no degree  
4 = Associate degree  
5 = Bachelors degree  
6 = Masters degree  
7 = Professional or Doctorate degree

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**Variable Name:** ppincimp

**Description:** Respondent's household income (profile and imputed)

**Format:** Numeric

**Value Range:** 1-19

**Coding:** 1 = Less than \$5,000

2 = \$5,000 to \$7,499

3 = \$7,500 to \$9,999

4 = \$10,000 to \$12,499

5 = \$12,500 to \$14,999

6 = \$15,000 to \$19,999

7 = \$20,000 to \$24,999

8 = \$25,000 to \$29,999

9 = \$30,000 to \$34,999

10 = \$35,000 to \$39,999

11 = \$40,000 to \$49,999

12 = \$50,000 to \$59,999

13 = \$60,000 to \$74,999

14 = \$75,000 to \$84,999

15 = \$85,000 to \$99,999

16 = \$100,000 to \$124,999

17 = \$125,000 to \$149,999

18 = \$150,000 to \$174,999

19 = \$175,000 or more

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**Variable Name:** pparit

**Description:** Respondent's reported marital status

**Format:** Numeric

**Value Range:** 1-6

**Coding:** 1 = Married

2 = Widowed

3 = Divorced

4 = Separated

5 = Never married

6 = Living with partner

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**Variable Name:** pphhead

**Description:** Whether or not the respondent is the household head

**Format:** Numeric

**Value Range:** 1-2

**Coding:** 1 = Yes  
2 = No

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**Variable Name:** pphsize

**Description:** Total number of members in household

**Format:** Numeric

**Value Range:** 1-8

**Coding:** N/A

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**Variable Name:** ppwork

**Description:** Respondent's current employment status

**Format:** Numeric

**Value Range:** 1-7

**Coding:** 1 = Working – as a paid employee  
2 = Working – self-employed  
3 = Not working – on temporary layoff from a job  
4 = Not working – looking for work  
5 = Not working – retired  
6 = Not working – disabled  
7 = Not working – other

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**Variable Name:** pprent

**Description:** Ownership status of living quarters

**Format:** Numeric

**Value Range:** 1-3

**Coding:** 1 = Owned or being bought by respondent/member of their household  
2 = Rented for cash  
3 = Occupied without payment of cash rent

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**Variable Name:** pphouse

**Description:** Housing type

**Format:** Numeric

**Value Range:** 1-5

**Coding:** 1 = A one-family house detached from any other house  
2 = A one-family house attached to one or more houses  
3 = A building with 2 or more apartments  
4 = A mobile home  
5 = Boat, RV, van, etc.

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**Variable Name:** ppnet

**Description:** Internet access at living quarters

**Format:** Numeric

**Value Range:** 1-2

**Coding:** 1 = Yes

2 = No

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**Variable Name:** ppreg

**Description:** Geographic region of the US in which respondent lives

**Format:** Numeric

**Value Range:** 1-4

**Coding:** 1 = Northeast

2 = Midwest

3 = South

4 = West

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**Variable Name:** ppage

**Description:** Respondent's actual age in years

**Format:** Numeric

**Value Range:** 18-90

**Coding:** N/A

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**Variable Name:** pppartyid7

**Description:** Respondent's reported political orientation

**Format:** Numeric

**Value Range:** 1-7

**Coding:** 1 = Strong Republican

2 = Not Strong Republican

3 = Leans Republican

4 = Undecided/Independent/Other

5 = Leans Democrat

6 = Not Strong Democrat

7 = Strong Democrat