The fourth data set contains 675 cases and 2,366 variables. The unit of analysis is the citizen.

The 146 variables at the end of the data file CASE through HEADLINE (positions 2221 through 2366) were imported from the third data set. These variables include 47 from original data, 51 from secondary sources, and 48 recoded variables. See the various guides to the third data set for information about those variables.

The 2,196 variables that begin with a V and end with a one- to four-digit number (V1 to V7422) are from the 1994 NES data set (including the 1992 pre-election study, the 1992 post-election study, the 1993 pilot study, and the 1994 post-election study). These variables were imported directly from the NES data set (CD-ROM October 1998).

There are 12 process variables, including the first three variables (STUDYNO, EDITION, and PART), which identify the original NES data set.

The following twelve variables involve either a transformation of one or more NES variables or an interaction between an NES variable and a variable from the third data set.

Position 23
CHAL Challenger
Rcode of V17.

Position 116
V125NM Reads Paper (days per week)
Rcode of V125 (3 missing values recoded as median (3)).

Position 117
V125X94F Reads paper * cites 9/10/11 1994
Transformation: V125 times CIT94SON.

Position 118
V125XCIT Reads paper * 93/94 cites
Transformation: V125 times CITE.

Position 187
RECOCHL Recognizes Challenger (Correct recall or from list)
Either correctly recalls name of challenger or is able to rate challenger on feeling thermometer.
Position 188
RECOINC Recognizes Incumbent (Correct recall or from list)
Either correctly recalls name of incumbent or is able to rate incumbent on feeling thermometer.

Position 221
DISLINC Dislikes something about incumbent
Recode of V407 and V419.

Position 222
LODCHL Likes or dislikes something about challenger
Recode of V401, V407, V413, V419.

Position 259
READINC Read about incumbent in newspaper/magazine
Recode of V507 and V518.

Position 260
READCHL Read about challenger in newspaper/magazine
Recode of V507 and V518.

Position 317
YEARINC Know how many years incumbent has been in office?
Recode of V641.

Position 395
IDEACHL Able to rate challenger's ideology 395
Recode of V843 and V845.