# The People, The Press \& Politics <br> Campaign '92: <br> 1993 - Priorities For The President <br> <br> Survey XII - Part 2 

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## PEROT BRINGS BUDGET DEFICIT TO CENTER STAGE

Over the course of the ten days in October that shaped the final leg of this election campaign Ross Perot has brought several issues into sharp focus that have convinced a significant number of voters that he is the candidate most capable of handling them.

Perot has managed to bring politically dormant concern about the budget deficit into the forefront of voters' minds. In a Times Mirror survey of 1153 registered voters 'reducing the federal budget deficit" was named more often than any other problem that should be the next President's single highest priority for action. Forty percent mentioned the deficit, $31 \%$ mentioned unemployment, and $14 \%$ mentioned controlling health care costs, when asked to choose from a list of eight major problems.

Similarly, Perot's criticism of The North American Free Trade Agreement (NAFTA), which has been not been followed closely by the public ${ }^{1}$, may well be the reason that by the end of last week the weight of public opinion came down on his side of the issue. By a $47 \%$ to $20 \%$ margin voters said they thought that the free trade agreement between the U.S., Canada and Mexico would lead to more jobs leaving the U.S., not to more jobs being created in the U.S.

The potential for these issues to further incline Bush and Clinton supporters in Perot's direction is strikingly evident in Times Mirror's survey. A solid $55 \%$ majority of Clinton's current supporters think that NAFTA will lead to job loss, while Bush supporters are divided - $34 \%$ job creation, $29 \%$ loss. However, among Bush's soft supporters, a $37 \%$ to $27 \%$ plurality see NAFTA having a negative impact on jobs.

While there is more of a disconnect between Clinton and his supporters on NAFTA, Perot's emphasis on the budget deficit rings more bells with Republicans and with Bush supporters. Clinton supporters place greater emphasis on reducing unemployment (37\%) than on reducing the budget deficit (29\%), but for Bush backers it's the reverse $-44 \%$ the budget deficit, $27 \%$ unemployment.

Further bad news for Bush is that only $14 \%$ of the public thinks that the President can cut taxes and reduce the budget deficit. Even Republicans who give the deficit high priority have no faith that their candidate can cut taxes and reduce the deficit. Sixty-nine percent of Republicans believe the president can't meet his objective as do $59 \%$ of his non -party supporters.

A special Times Mirror survey, which last week re-interviewed voters who were first polled just prior to the beginning of the debate week, found that Perot changed many minds about who was most capable on these two key issues.

At the beginning of the study period $29 \%$ had more confidence in Ross Perot than the other candidates to reduce the deficit. Ten days later, that percentage rose to $47 \%$. Even more dramatically, mentions of Perot as best able to protect American jobs rose from 19\% to $43 \%$ in the re-interviews. As a result, fewer people expressed confidence in Clinton and Bush on this cutting issue. Mentions of Bush slipped from $21 \%$ to $15 \%$, while naming Clinton as best able to protect jobs fell from $41 \%$ to $33 \%$.

Perot's appeal has a more corrosive effect on Republican supporters than on Democrats in these policy areas. Forty-eight percent of Republicans name Perot as best able

[^0]to protect American jobs and 50\% name him as best able to reduce the budget deficit. Only one in three GOP voters have the most confidence in George Bush to reduce the budget deficit and to protect American jobs.

More Democrats continue to have confidence in Clinton than Perot on both protecting jobs and reducing the deficit, but solid majorities of Independents think more highly of Perot's capabilities in these areas. Importantly $52 \%$ of swing voters ${ }^{2}$ place more confidence in Perot with regard to the deficit and $47 \%$ with regard to protecting jobs.

Although Perot has staked out a claim on the budget deficit and protecting American jobs as a consequence of his debate performance and his infomercial advertising, the electorate continued to have more overall confidence in Clinton's ability to improve economic conditions. In Times Mirror's follow-up interviews, $38 \%$ thought Clinton would do the best job of improving the economy, $30 \%$ named Perot and $24 \%$ President Bush. In the initial interview only $16 \%$ cited Perot, while mentions of Bush and Clinton were $26 \%$ and $41 \%$ respectively.

Clinton's continued lead on the overall issue of improving the economy is the most positive news for the Democratic candidate in looking at assessing how voters' minds were changed over the course of the study period. However, the survey did find that an overwhelming majority of voters $(78 \%)$ believe that Clinton will have to raise taxes on the middle class in order to pay for the new government programs he proposes.

Doubts about whether Clinton can keep his promise not to raise middle class taxes for the sake of his new programs, and doubts about whether Bush can reduce the budget deficit while cutting taxes, may explain why voters are divided on whether any of the candidates can fix the economy. A $57 \%$ majority of Bush backers don't think any of the candidates can fix the economy and $47 \%$ of Clinton supporters are pessimistic as well. Perot supporters provide a striking contrast; only $32 \%$ think that the candidates can't fix the economy, while $66 \%$ disagree.

[^1]Perot's ability to credibly communicate with the public and to talk about the "issues" is clearly his strong point. But for most voters, even those who don't have a strong commitment to Bill Clinton and George Bush, that is about as far as it goes. Eighty-nine percent of voters credit Perot with bringing increased attention to the issues, but $76 \%$ of those who do not now support him agree with the statement 'I like Ross Perot's ideas, but I don't think I can vote for him. '"

# HIGHEST PRIORITY FOR NEXT PRESIDENT 



[^2]

# NORTH AMERICAN FREE TRADE AGREEMENT Job Creation Vs. Job Loss 

|  | More <br> Jobs | Fewer <br> Jobs | $\underline{\text { Not Sure }}$ | Haven't <br> Heard Of | $\underline{N}$ |
| :--- | :--- | :--- | :--- | :---: | :---: |
| Total | 20 | 47 | 17 | 16 | $(1153)$ |
| Sex |  |  |  |  |  |
| Male | 25 | 54 | 13 | 8 | $(556)$ |
| Female | 15 | 41 | 21 | 23 | $(597)$ |
| Race |  |  |  |  |  |
| White | 21 | 47 | 17 | 15 | $(1012)$ |
| Black | 16 | 49 | 13 | 22 | $(87)$ |
| Age |  |  |  |  |  |
| $18-29$ | 21 | 44 | 10 | 25 | $(199)$ |
| $30-49$ | 19 | 49 | 16 | 16 | $(537)$ |
| $50+$ | 20 | 48 | 22 | 10 | $(409)$ |

## Education

College Grad.
Some College H.S. Graduate < H.S. Grad.

Income \$50,000+ \$30,000-\$49,999 \$20,000-\$29,999
< $\$ 20,000$

## Region

East
Midwest
South
West
Party Affiliation
Republican
29
Democrat
Independent
Type of Community
City
19
20
21
4
49
47
(288)

|  | More <br> Jobs | Fewer <br> Jobs | Not Sure | Haven't Heard Of | N |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Other Groups |  |  |  |  |  |
| White Males | 27 | 53 | 12 | 8 | (491) |
| Southern White |  |  |  |  |  |
| Males | 28 | 49 | 15 | 8 | (180) |
| White Catholics | 18 | 48 | 16 | 18 | (245) |
| White Protestants | 22 | 45 | 18 | 15 | (622) |
| Typology Groups |  |  |  |  |  |
| Enterprisers | 32 | 39 | 19 | 10 | (169) |
| Moralists | 26 | 25 | 26 | 23 | (149) |
| Upbeats | 26 | 45 | 15 | 14 | (113) |
| Disaffecteds | 13 | 57 | 12 | 18 | (175) |
| Seculars | 20 | 59 | 14 | 7 | (107) |
| 60's Democrats | 12 | 62 | 11 | 15 | (83) |
| New Dealers | 10 | 60 | 13 | 17 | (51) |
| Pocket Book |  |  |  |  |  |
| Democrats | 15 | 51 | 16 | 18 | (220) |
| Bystanders/Others | 20 | 42 | 24 | 14 | (86) |

## THE PEROT BOOM

|  | Perot Best On Deficit |  | Perot Best On <br> Job Protection |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | OCT OCT |  | $O C T O C T$ |  |  |  |
|  | 8-12 | 20-22 |  | $\underline{20}$ |  | $\underline{N}$ |
|  | \% | \% | \% | \% |  |  |
| Total | 29 | 47 | 19 | 44 | (1153) |  |
| Sex |  |  |  |  |  |  |
| Male | 38 | 58 | 25 | 53 | (556) |  |
| Female | 21 | 38 | 13 | 35 | (597) |  |
| Race |  |  |  |  |  |  |
| White | 32 | 50 | 20 | 46 | (1012) |  |
| Black | 10 | 19 | 7 | 19 | (87) |  |
| Age |  |  |  |  |  |  |
| 18-29 | 34 | 56 | 19 | 52 | (199) |  |
| 30-49 | 33 | 51 | 23 | 47 | (537) |  |
| 50+ | 23 | 39 | 15 | 35 | (409) |  |
| Education |  |  |  |  |  |  |
| College Grad. | 39 | 57 | 24 | 47 | (413) |  |
| Some College | 33 | 52 | 24 | 47 | (322) |  |
| H.S. Graduate | 25 | 46 | 15 | 11 | (318) |  |
| < H.S. Grad. | 15 | 26 | 11 | 31 | (99) |  |
| Income |  |  |  |  |  |  |
| \$50,000+ | 38 | 58 | 28 | 53 | (288) |  |
| \$30,000-\$49,999 | 32 | 53 | 20 | 47 | (300) |  |
| \$20,000-\$29,999 | 27 | 48 | 17 | 43 | (217) |  |
| < \$20,000 | 22 | 36 | 13 | 33 | (257) |  |
| Region |  |  |  |  |  |  |
| East | 29 | 47 | 22 | 44 | (241) |  |
| Midwest | 30 | 47 | 18 | 43 | (329) |  |
| South | 25 | 42 | 16 | 38 | (435) |  |
| West | 35 | 57 | 21 | 52 | (148) |  |
| Party Affiliation |  |  |  |  |  |  |
| Republican | 27 | 51 | 20 | 48 | (353) |  |
| Democrat | 22 | 37 | 11 | 31 | (417) |  |
| Independent | 41 | 58 | 28 | 56 | (344) |  |
| Type of Community |  |  |  |  |  |  |
| City | 28 | 47 | 17 | 44 | (286) |  |
| Suburb | 30 | 49 | 21 | 44 | (555) |  |
| Non-metro | 28 | 45 | 17 | 43 | (312) |  |


|  | Perot Best On Deficit |  | Perot Best On <br> Job Protection |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{array}{lr} \hline O C T & O C T \\ 8-12 & 20-22 \end{array}$ |  | $O C T O C T$ |  |  |  |
|  |  |  | $8-12$ | $20-2$ |  | $\underline{N}$ |
|  | \% | \% | \% | \% |  |  |
| Other Groups |  |  |  |  |  |  |
| White Males | 41 | 61 | 27 | 55 | (491) |  |
| Southern White |  |  |  |  |  |  |
| Males | 36 | 54 | 24 | 51 | (180) |  |
| White Catholics | 28 | 51 | 19 |  | (245) |  |
| White Protestants | 30 | 49 | 19 | 45 | (622) |  |

## Survey Methodology

The survey results are based on telephone re-interviews conducted October 20-22, 1992 of 1,153 registered voters from a nationwide survey of adults 18 years and older originally conducted October 8-11, 1992 ( $\mathrm{N}=1815$ ).

For results based on the total sample of registered voters, one can say with $95 \%$ confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

## THE TIMES MIRROR TYPOLOGY

In 1987 Times Mirror developed a unique voter classification scheme that divided the electorate on the basis of political values, party identification and measures of political participation. Since its inception Times Mirror has conducted numerous nationwide surveys using this political typology, the most recent of which was reported in THE PEOPLE, THE PRESS \& POLITICS - 1990. The typology was developed for administration by personal interview in that it requires about 15 minutes of interviewing time to ask the full battery of questions.

Over the past year the Times Mirror Center for the People and the Press has developed a modified form of the Times Mirror Typology that is suitable for telephone interviewing in that it requires many fewer questions. It also divides the public into fewer groups ( 9 vs. 11) and therefore can be used with more limited sample size surveys. It is our intention to utilize the modified typology scheme on each of our pre-election surveys in 1992. While this form of the typology does not offer the full analytical richness of the original scheme, we think it continues to be an important and highly useful way of looking at the electorate.

The modified typology is based on the important concepts about the homogeneity of various voting groups that we uncovered in our earlier research.

There are two core Republican groups:
Enterprisers: Enterprisers are fiscal conservatives who hold positive attitudes toward business and are anti-welfarist. They are affluent, well-educated and well-informed. Enterprisers are much less likely than other Americans to agree with the popular notion that the rich get richer and the poor get poorer ( $43 \%$ vs. $81 \%$ ). Their pro-business stance leads them to differ with most Americans on the idea that too much power is concentrated in the hands of big companies. While $82 \%$ of other Americans feel that this is true, only $48 \%$ of Enterprisers agree. Enterprisers are also less likely to completely agree that society should make sure that everyone has an equal opportunity ( $55 \%$ vs. $41 \%$ ).

Moralists: Moralists are highly religious, socially conservative and show low levels of concern for personal freedoms. They are less affluent, older, and many live in the South. A vast majority of Moralists agree that books with dangerous ideas should be banned from public schools, which sets them firmly to the right of the rest of the public on the issue of censorship ( $89 \%$ vs. $39 \%$ ).

There are three core Democratic groups:

Sixties Democrats: Sixties Democrats are strong believers in peace and social justice. More than any other segment of the population, they disagree with the idea that the best way to preserve peace is through military strength ( $88 \%$ vs. $44 \%$ ). And two-thirds ( $65 \%$ ) of Sixties Democrats completely agree that society should guarantee everyone an equal opportunity. This is a heavily female, middle class, middle-aged group that supports most of the policy positions of the national Democratic party.

New Dealers: New Dealers are older Democrats who experience little financial pressure and are more socially conservative than the national Democratic Party. Drawn heavily from the South, many of these old-time Democrats have party roots that go back to Roosevelt. Despite the end of the Cold War, New Dealers still universally agree that the best way to insure peace is through military strength $\left(96 \%{ }^{5}\right)$.

Pocketbook Democrats: Pocketbook Dems overwhelmingly agree that they don't have enough money to make ends meet ( $98 \%$ ). They are very concerned with social justice, and they believe that government should take an active role in the solution of the socioeconomic problems that plague them. One-third of Pocketbook Dems are minorities (32\%), and many have less than a high school education.

There are three typology groups that are basically Independent:
Seculars: Seculars lean to the Democratic party, but some identify more closely with the GOP on certain issues. They are strongly supportive of personal freedoms. Seculars are well-informed, relatively affluent, and more often found on the East and West coasts. Their defining characteristic is an almost total lack of religious conviction. While $87 \%$ of the rest of the public says that prayer is an important part of their daily life, only one in ten ( $12 \%$ ) Seculars hold this view. Their support for personal freedoms is best reflected in their feelings about censorship: $97 \%$ disagree with banning books containing dangerous ideas from public school libraries, compared with $48 \%$ of other Americans.

[^3]Two of the Independent groups lean to the Republican party:
Disaffecteds: Disaffecteds are personally alienated, financially pressured and deeply skeptical of politicians. This middle-aged, lower-middle income group contains many blue collar workers. Disaffecteds are nearly twice as likely as others to agree that hard work offers little guarantee of success ( $69 \%$ vs. $36 \%$ ). Their political distrust is such that threequarters ( $77 \%$ ) disagree that elected officials care what people like them think.

Upbeats: Upbeats are also independents who lean to the GOP, but their attitudinal profile is almost the opposite of Disaffecteds. Upbeats are primarily young people who tend to be uncritical of government and other institutions. They also have American Exceptionalist values: $88 \%$ of Upbeats agree that Americans can always solve their problems, while only $55 \%$ of others agree.

Finally, there is one typology group that is by definition apolitical:
Bystanders: Bystanders have an almost total lack of interest in politics and public affairs. This urban, lower socio-economic group contains many young singles. Forty-six percent of Bystanders say they seldom vote.

The table below shows the percentage of the survey respondents in each typology group for this survey.

> PERCENT

## Enterprisers <br> 15

Moralists 13

Upbeats 10
Disaffecteds 15
Bystanders/Other 8
Seculars 9
60's Democrats 7

New Dealers 4

Pocketbook Dems. 19

## THE QUESTIONNAIRE

## TI MES MRRCR CENER FQR THE PECPLE AND THE PRESS <br> NAII ONAL POUTI CAL SURVEY \#12 <br> RE-I NERM EWSURMEY <br> BASED ON REG STERED VOERS <br> Ctober 20-22, 1992 <br> $\mathrm{N}=1153$

INTRODUCTION: Hello, we are conducting a telephone opinion survey for leading newspapers and tv stations around the country. I'd like to ask a few questions of AGE/SEX of respondent. It will only be a few questions to follow up to the interview we did a week ago or so.

MY FIRST QUESTION IS:
Q. 9 I'd like you to rate your chance of voting in November on a scale of 10 to 1. If 10 represents a person who definitely will vote and l represents a person who definitely will not vote, where on this scale of 10 to 1 would you place yourself?

1 . 6
7 2
8 3
Gallup
Re
Oct 21.23
$\frac{\text { Interview }}{3} \quad \frac{1988}{7}$
23
$3 \quad 7$
38
10 Will definitely vote 88
Don't know


ASK AL:
Q. 14 As I read from a list, tell me which ONE of the following eight items is the most important thing for the next President to do as soon as he takes office? (READ LST)
Q. 14 a Which should be his second highest priority?

$$
\frac{\text { RE-I NTERVIEW }}{\text { First Second }}
$$

Help the Russians convert
to a market economy
Priority Priority

Reduce the federal budget deficit 40
12

Stop the war in Yugoslavia 1
Reduce unemployment 31
Control health care costs 14
$\begin{array}{lll}\text { Reform the educational system } & 6\end{array}$
Making sure that the spread of nuclear weapons is controlled 1

Protect the environment 3
Other/None/Don't know
$\frac{3}{100} \quad \frac{4}{100}$

## ON ANOIER SUB ECT. . .

Q. 16 Thinking about your own situation, compared to 4 years ago, would you say that you are better off financially today or worse off financially today?

|  | Re. Interview | $\begin{aligned} & 1 a n^{6} \\ & 1992 \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Nov } \\ & 1991 \end{aligned}$ | $\begin{gathered} M a y^{7} \\ \underline{1987} \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: |
| Better off | 36 | 45 | 39 | 47 |
| Worse off | 42 | 41 | 44 | 20 |
| Same (Val) | 21 | 13 | 16 | 32 |
| Don't know (Va) | $\frac{1}{100}$ | $\begin{aligned} & \frac{1}{100} \\ & 1220 \end{aligned}$ | $\begin{aligned} & \frac{1}{100} \\ & 1651 \end{aligned}$ | $\frac{1}{100}$ 3405 |

Q. 15 What's your impression of the news about the economy lately? Does it sound like the economy is improving, getting worse or staying about the same?

Improving
Getting worse
Staying about same
$\frac{\begin{array}{l}\text { Re- } \\ \text { Interview } \\ 12\end{array}}{l}$
38
49
Not sure
$\frac{1}{100}$
${ }^{6}$ Not based on registered voters.
${ }^{7}$ In 1987 the question was asked, "Compared to five years ago, would you say you are better off financially, worse off financially or about the same?"
Q. 17 Were the televised debates hel pful to you in deciding who to vote for or not, or didn't you happen to watch the debates?

| Yes | Re- <br> Interview |
| :--- | :---: |
| No | 30 |
| Didn't watch the debates | 7 |
| Don't know | $\frac{2}{100}$ |

Q. 18 Which format did you most prefer when the candil76 9
$12=100$
h. Reducing the budget deficit Re-interview 16 October 8-11, 199219
$\begin{array}{lllr}27 & 47 & 4 & 6=100 \\ 30 & 29 & 9 & 13=100\end{array}$
i. Not increasing taxes $\begin{array}{lllllr}\text { Re-interview } & 41 & 22 & 11 & 17 & 9=100\end{array}$ October 8-11, $1992 \quad 35 \quad 25 \quad 8 \quad 16 \quad 16=100$
j. Getting things done in Washington $\begin{array}{llllll}\text { Re-interview } & 24 & 37 & 28 & 4 & 7=100\end{array}$ October 8-11, $1992 \quad 27 \quad 39 \quad 14 \quad 6 \quad 14=100$
k. Representing your views on family values and sexual issues $\begin{array}{llllll}\text { Re-interview } & 38 & 38 & 14 & 3 & 7=100\end{array}$ $\begin{array}{lllllll}\text { October } & 8 & 11, & 1992 & 37 & 38 & 7\end{array}$
Q. 25 Regardless of who you support, which one of the three Presidential candidates do you think would do the best job of: (ROTAE)

| George Bush | $\begin{aligned} & \text { Bill } \\ & \text { Clinton } \\ & \hline \end{aligned}$ | Ross Perot | $\begin{aligned} & \text { No } \\ & \text { Difference } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Can"t } \\ & \text { Say } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: |
| 37 | 38 | 11 | 6 | $8=100$ |
| 29 | 39 | 7 | 8 | 17=100 |

m. Reducing the cost of health care

Re.interview October 8-11, 1992

19
18
$49 \quad 18$
18
8
5
8 $9=100$ 18=100
n. Reducing crime Re-interview October 8.11, 199227

27
$35 \quad 1$
$\begin{array}{rrr}16 & 11 & 13=100 \\ 9 & 11 & 22=100\end{array}$
o. I mproving conditions for people living in inner cities $\begin{array}{llllll}\text { Re-interview } & 18 & 52 & 15 & 5 & 10=100\end{array}$ $\begin{array}{lllllll}\text { October } & 8 \cdot 11, & 1992 & 18 & 50 & 7 & 7\end{array}$
Q. $26 p$ There"s been a lot of debate in this campaign about a free trade agreement between the U.S., Mexico and Canada. What"s your opinion, do you think this agreement will lead to more jobs being created in the U.S., OR will it lead to more jobs leaving the U.S., OR haven"t you heard about this agreement?

Re.
$\frac{\text { Interview }}{20}$
Jobs I eaving
47
Not sure 17
Had not heard
Q. 27 Regardless of who you support, who do you think will be elected President in November, George Bush, Bill Clinton or Ross Perot?

IF RESPONDEN ANSVBRED "1" BUSH "2" CUNTON OR "3" PERO INQ 27 ASK
Q. 28 Do you think it will be a close race or will (EXPECTED VNER) win by quite a lot?

George Bush
Close
$\begin{array}{ll}\begin{array}{l}\text { Re- } \\ \text { Interview } \\ 21\end{array} & \frac{8 c t}{30} \\ 20 & \\ 1 & \end{array}$
Don"t know
Bill Clinton
71
61
Close
Win by a lot
49
Don"t know
20

Ross Perot
Close
Win by a lot Don"t know

Don"t know - GOTOQ29

## IF RESPONDENT ANSVHRED "3' PERC/ STCODALE INQ 3 QR Q 5 ASK Q 29:

## ESE, COTO Q 32b

Q. 29 If by election day it looks as if Ross Perot cannot possibly win the election, will you change your mind and vote for one of the other candidates or will you vote for Perot in any case?

I F RESPONDEN ANSNERED "1" YES INQ 29 ASK
Q. 30 For whom would you most likely vote, George Bush or Bill Clinton?

Re.
Interview

Yes, change mind
22 George Bush
Bill Clinton
No, stay with Perot
Won"t vote (VC)
Can"t say

206

I F RESPONDENT ANSVERED "2" NOCR "3" VTN'T VOIE OR "4" CAN'T SAY I NQ 29 ASK FORM
1:
Q. 31 Would you still vote for Perot if the election seemed close and Bush might win, or would you change your mind and vote for Clinton?

Stay with Perot
$\frac{\begin{array}{l}\text { Re- } \\ \text { Int erview }\end{array}}{83}$
Vote for Clinton
11
Not sure

$$
\frac{6}{100}
$$

$$
80
$$

## FORM2

Q. 32 Would you still vote for Perot if the election seemed close and Clinton might win, or would you change your mind and vote for Bush?

Stay with Perot
Re.
$\frac{\text { Interview }}{82}$
Vote for Bush 9

Not sure

$$
\frac{9}{100}
$$

83

## ASK AL:

Q. 32 b Do you think that Bill Clinton can pay for the new government programs he proposed without increasing taxes on the midde class, or do you think he will have to increase taxes on the middle class to afford these programs if he is elected?

Do without raising taxes
Re-
$\frac{\text { Interview }}{17}$
Must raise taxes
78
Not sure

$$
\frac{5}{100}
$$

Q.32c Do you think that President Bush can cut taxes and still reduce the federal budget deficit, or don"t you think so?

Yes, can reduce deficit
Re-
$\frac{\text { Interview }}{14}$
No, cannot reduce deficit 83

Don"t know
$\frac{3}{100}$
Q. 33 Now I am going to read you a series of statements that will help us understand how you feel about a number of things. For each statement, please tell me whether you completely agree with it, mostly agree with it, mostly disagree with it or completely disagree with it. The first one i $s .$. (I NERM EVER CRAE ONE NMBR FOR EACH ITEM)

## Completely Mostly Mostly Completely Don"t Agree Agree Disagree Disagree Know <br> IF NOT A PERC SUPPORIER IN Q 3 OR Q ASK

a. | like Ross Perot"s
ideas but don"t feel
| can vote for him Re-interview 27 27 49

14
9
$1=100$
IF A U NION SUPPORIER IN Q3 ORQ5 ASK
b. | amstill a little unsure about Bill
Clinton"s character

Re-interview 8
c. I am surprised by how committed I am to voting for Bill Clinton Re-interview 23
$1=100$ 512
$2=100$
512

## ASK AL - RCTATE D.H

d. I don"t think any of
the candidates will be able to fix the economy

Re-interview
16
32
35
15
$2=100$
e. I amtired of the
election campaign
Re-interview
41
27
20
11
$1=100$
f. Ross Perot has brought
increased attention to the issues

Re-interview 5
53
36
7
3
$1=100$
g. | like the idea that both Clinton and Gore are young candidates

Re-interview
30
33
21
12
$4=100$
h. Bill Clinton stands for
different ideas than
Democratic candidates
in the past
Re-interview
14
36
30
14
$6=100$
Q. 34 Now a last few questions about presidential election campaign news stories. How closely have you followed news about...

## READ RESPONE CAIECOR ES AFIER EAOH ITEM (ROTAIE)

| Very | Fairly | Not too | Not |
| :--- | :--- | :--- | :--- | :--- |
| Closely all |  |  |  |
| Closely | $\underline{\text { Closely }}$ | $\underline{\text { Closely }}$ | $\underline{\text { DK }}$ |

a. Republican charges that

Clinton took part in anti. war demonstrations while he was a student at Oxford and visitied the Soviet Union $\begin{array}{llllll}\text { Re-interview } & 34 & 35 & 20 & 10 & 1=100\end{array}$
b. Democratic charges that the Bush administration was involved in a cover up about loans that were made to Iraq before the Gulf War

Re-interview 31
38
22
8
$1=100$
c. Republican charges that Bill

Clinton doesn"t have the character and integrity to be President
$\begin{array}{llllll}\text { Re-interview } & 36 & 37 & 18 & 8 & 1=100\end{array}$


[^0]:    1 Times Mirror's September News Interest Index found only 13 \% saying they were following news about the debate and discussion over NAFTA very closely.

[^1]:    ${ }^{2}$ Swing voters are those who express moderate support for the candidates or are undecided.

[^2]:    ${ }^{3}$ This includes answers "Reform the educational system", and "Protect the environment."
    ${ }^{4}$ This includes answers "Help the Russians convert to a market economy", "Stop the war in Yugoslavia", and "Making sure that the spread of nuclear weapons is controlled."

[^3]:    ${ }^{5}$ Based on combined survey results from November 1991 and January 1992.

