

FOR IMMEDIATE RELEASE:

The People, The Press & Politics
Campaign '92:
Air Wars IV

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...But Voter Sentiment Changes Little Over The Week
VOTERS STILL PAYING MORE ATTENTION TO PEROT

Through the month of October, *Times Mirror* has asked nationwide samples of voters which candidate they have heard the most about in the media and whether they had developed a more favorable or less favorable opinion of the candidates "in the past few days." All the mentions of candidates in this series of questions are volunteered by respondents. They are not solicited by survey interviewers.

Despite his slippage in some candidate standing polls in recent days, Ross Perot continues to command more voter attention than George Bush and Bill Clinton during the last full week of "*Campaign 92*". At week's end, 39% of voters said they had heard the most about Perot in the news media, 26% named Clinton, and only 22% named George Bush.

The Times Mirror surveys find little evidence that voters are dramatically changing their views of the candidates. But more people, on balance, are developing unfavorable rather than favorable opinions of *all three* candidates as the campaign enters its closing days.

Since his appearance on CBS' *60 MINUTES* on October 25, Ross Perot's ratio of unfavorable to favorable opinions has increased significantly more than Bush or Clinton's. However, there is no indication that over the past week Bush or Clinton have managed to achieve any distinct advantage in changing voters' minds to the advantage of either candidate.

CANDIDATE AWARENESS & FAVORABILITY

	----- Final Days -----					
	Fri-Sun Oct. 23-25		Mon-Tues Oct. 26-27		Wed-Thur Oct. 28-29	
	%	%	%	%	%	%
Number of Interviews	(531)		(251)		(484)	
<u>Candidate Heard</u>						
<u>Most About¹:</u>						
Bush		20		15		22
Clinton		33		25		26
Perot	31	43		39		
None/Other/DK		<u>16</u>		<u>17</u>		<u>13</u>
		100		100		100
<u>More Favorable</u>						
<u>Opinion²:</u>						
Yes		27		21		22
Bush		6		5		5
Clinton		6		7		5
Perot		14		9		10
No/DK		<u>73</u>		<u>79</u>		<u>78</u>
		100		100		100
<u>Less Favorable</u>						
<u>Opinion³:</u>						
Yes		40		48		52
Bush		18		19		15
Clinton		16		8		13
Perot		5		19		23
No/DK		<u>60</u>		<u>52</u>		<u>48</u>
		100		100		100

¹Q.1 Apart from whom you support, which presidential candidate have you heard the most about in the last week or so in newspapers, on tv or on radio?

²Q.2 In the past few days, have you come to have a **more favorable** opinion of any of the candidates or haven't your opinions of the candidates changed lately?

Q.2a Which candidate do you have a more favorable opinion of?

³Q.3 In the past few days, have you come to have a **less favorable** opinion of any of the candidates, or not?

Q.3a Which candidate do you have a less favorable opinion of?

SUMMARY TABLE

	<u>Returns</u> Fri-Tues October <u>2-6</u> %	Perot <u>Debate 1</u> Fri-Tues October <u>9-13</u> %	<u>2 & 3</u> Wed-Sun October <u>14-18</u> %	Debates -----Final Days-----		
				<u>Fri-Sun</u> October <u>23-25</u> %	<u>Mon-Tues</u> October <u>25-27</u> %	<u>Wed-Thur</u> October <u>28-29</u> %
<u>Candidate Heard Most About Lately:</u>						
Bush	18	16	14	20	15	22
Clinton	33	37	39	33	25	26
Perot	33	31	28	31	43	39
Other/none	<u>16</u>	<u>16</u>	<u>19</u>	<u>16</u>	<u>17</u>	<u>13</u>
	100	100	100	100	100	100
 <u>Opinion</u> More Favorable of a Candidate Past Few Days?						
<u>YES</u>	14	21	32	27	21	22
Bush	3	3	5	6	5	5
Clinton	9	8	17	6	7	5
Perot	1	9	9	14	9	10
<u>NO</u>	<u>86</u>	<u>79</u>	<u>86</u>	<u>73</u>	<u>79</u>	<u>78</u>
	100	100	100	100	100	100
 <u>Less Favorable of</u> a Candidate Past Few Days?						
<u>YES</u>	40	41	49	40	48	52
Bush	12	18	24	18	19	15
Clinton	9	12	14	16	8	13
Perot	17	9	9	5	19	23
<u>NO</u>	<u>60</u>	<u>59</u>	<u>51</u>	<u>60</u>	<u>52</u>	<u>48</u>
	100 (802)	100 (826)	100 (796)	100 (531)	100 (251)	100 (484)

Survey Methodology

The survey results are based on telephone interviews of 531 registered voters, 251 registered voters, and 484 registered voters from a nationwide survey of adults 18 years and older conducted October 23-25, 26-27 and 28-29, 1992, respectively.

For results based on a sample of 800 registered voters, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 4 percentage points; for a sample of 500 registered voters, the margin of error is plus or minus 5 percentage points and for a sample of 250 registered voters, the margin of error is plus or minus 7 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.