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More About White Males From The Exit Polls
PUBLIC GIVES PRESS "C" GRADE FOR CAMPAIGN COVERAGE

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North and Huffington Voters Particularly Critical

PUBLIC GIVES PRESS "C" GRADE FOR CAMPAIGN COVERAGE

With few exceptions, American voters were not very pleased with the way the press covered the fall election campaign. Exit surveys, which questioned over 20,000 voters as they left the polling booth, found the media getting average or below average grades for its work on the mid-term elections. Fewer than half of respondents in Times Mirror Center sponsored surveys in 11 of 12 states gave the press a "grade" of A or B for its election coverage. The news media only managed to get good grades from a majority of the voters for its coverage of the Massachusetts Senate race.

OVERALL RATING OF PRESS COVERAGE OF CAMPAIGNS

(Based On Exit Poll Data)

| | Percent Rated Excellent or Good ("A" or "B") % | Average Grade % |
|------------------------------|---|--------------------------------|
| Massachusetts (Sen.) | 56 | C+ |
| New York (Gov.) | 47 | C |
| Texas (Gov.) | 46 | C |
| Maryland (Gov.) | 44 | C |
| Connecticut (Gov.) | 45 | C |
| Florida (Gov.) | 44 | C |
| Arizona (Gov.) | 40 | C |
| New Jersey (Sen.) | 39 | C |
| Virginia (Sen.) | 39 | C |
| National (House Vote) | 38 | C |
| California (Sen.) | 35 | C- |
| Michigan (Sen.) | 31 | C- |
| Pennsylvania (Sen.) | 30 | C- |

Despite reservations about press coverage more than two-thirds of voters said they learned enough from the election campaign to have made an informed choice among candidates. Voters who were pleased with what they learned from the campaign were more satisfied with the media coverage than those who felt ill informed. Voters who said they cast a ballot "for" a candidate rather than against his or her opposition were also more pleased with the press coverage than were "negative" voters. But still, the press's grade was no higher than C + even among these more upbeat segments of the electorate.

Reflecting the negative tone of the election, the poll found little relationship between feeling informed by the campaign and casting a negative vote. Those who voted against a candidate were about as likely to have felt informed by the campaign as people who voted "for" their choices.

Partisanship, Ideology and The Press

Even though the campaign was a great triumph for the GOP, Republicans were less satisfied with the press than Democrats. In every state, as well as in the nation as a whole, those who voted for Republican candidates were far more critical of the media than those who voted Democratic.

Nationally, conservative voters, supporters of the National Rifle Association, and those who had family values on their minds as they went into the voting booth were more critical of the press than other groups of voters.

While this was a national tendency reflecting a generic suspicion of the media by conservative voting blocs, supporters of Oliver North and Michael Huffington in their respective states gave much poorer grades to the media, probably because those candidates attacked the press harshly and regularly throughout their campaigns.

"North slammed the press at almost every opportunity," one reporter who covered the campaign said. "It's ironic, though, because if the Norfolk paper hadn't exposed Robb's partying, Robb would not have been vulnerable in the first place. Also only one important newspaper in the state, in Richmond, endorsed North."

"The press played a real role in defeating Huffington," a Southern California political editor said. The state press, as well as the national media, "ripped Huffington with exposes on his [undocumented alien] nanny and his wife's activities in a cult-like church, and he ran very hard in the final weeks against the media, as part of the 'liberal elites' even though a lot of big names in his own party disowned him. Only one paper -- in San Diego -- endorsed him. And he almost won." Added another California journalist: "Huffington was virtually unknown before the campaign, and the five major papers in the state vetted him. His supporters didn't like what they read, like him having to insist he was 'a carpet bagger, not a tax cheat.'"

In Michigan and Pennsylvania, the voters gave below average grades to the media as a whole, but those who voted for the Republicans in the Senate races -- Spencer Abraham and Rick Santorum, respectively -- gave the press even worse marks.

"Abraham chided the 'liberal press' but didn't really campaign against us," said a Detroit political reporter, "maybe because some of our papers are to the right of *The Wall Street Journal*." Most Abraham voters were conservative white males, and his almost conscious identification with Rush Limbaugh positions -- on abortion, gun control, family values, incumbents -- indicated an anti-press bias, a Michigan pollster suggested. An upstate political editor saw a more negative attitude toward the press than his Detroit colleague, but speculated that criticism of the media was based on inadequate coverage of a multi-field Democratic primary and allegations by some women candidates that they got shorter shrift than men because of their gender.

In Pennsylvania, Republican Santorum did not run against the press as such, according to a Philadelphia reporter, but he and many of his supporters believed the media had made far too much of two gaffs their candidate made. One was to counter an attack from the widow of the late Republican Senator John Heinz by suggesting she was a very close personal friend of a Massachusetts Democrat, Sen. John Kerry. Santorum also suggested in passing that the retirement age should be raised to 70, which would help the Social Security system. "His people felt he got vicious treatment by the Philadelphia papers in particular," the writer said. A Pittsburgh political reporter thought the populist appeals of Santorum attracted a disproportion of voters hostile to the establishment, including the media.

Finally, those Massachusetts voters in the Senate race gave their media the best grades by far of any state. Even those who cast ballots for the losing Republican, Mitt Romney, rated the coverage higher than the national average, and those who supported Democrat Edward Kennedy were even more positive. "All in all, there were no cheap shots at the press up here. We had a real populist Democrat in 1990 who ran for governor against the press, and it went nowhere," a Boston political writer said in seeking a reason for the lower level of media criticism. "And on the positive side, the press this time, particularly the *Globe*, made a special effort to do informative pieces on whether the ads of each side were fair or not, and a lot of reader-friendly graphics."

More About White Males From The Exit Polls

Further analysis of exit polls indicates that the strong tilt of white males toward GOP candidates may reflect sociology as much as politics. White males who cast ballots for Republican congressional candidates were much more likely than male Democratic voters, *or even female Republican voters*, to call themselves conservatives. Accordingly, they were more concerned about taxes, more favorably disposed to the gun lobby, and more anti-Clinton than others. In contrast, white female Republican voters were distinguished from white males by expressing greater concern with family values. (See Table on page 12)

But beyond these political factors, the white male GOP phenomenon may be an expression of broader gender conflict. White men who voted for Republican candidates were *twice as likely* as other white men to think it unimportant that women be elected to office.

| | <i>White Males</i> | | <i>White Females</i> | |
|---|--------------------|--------------|----------------------|--------------|
| | <i>Voted</i> | <i>Voted</i> | <i>Voted</i> | <i>Voted</i> |
| | <i>Dem.</i> | <i>Rep.</i> | <i>Dem.</i> | <i>Rep.</i> |
| | % | % | % | % |
| Importance Of Electing More Women To Office: | | | | |
| Very Important | 25 | 9 | 51 | 18 |
| Somewhat Important | 48 | 34 | 37 | 47 |
| Not Important | 27 | 57 | 12 | 34 |

Turnout was another element in the importance of the white male vote in 1994. Times Mirror Center's pre-election surveys indicated that white males would make up a disproportionate share of the electorate. However it was not only their sheer numbers that made a difference, but also the political and social values of white males who went to the polls. Conservative Enterprisers and Moralists made up 45% of the white males who voted, compared to 27% of the white males who stayed home.

Survey Methodology

Survey findings are based on Times Mirror Center sponsored exit polls conducted by Mitofsky International.

The questions asked of respondents were:

1. Looking back over the Campaign, what grade would you give the press for the way it covered the U.S. (Senate/House/Governor) race?
 - A - Excellent
 - B - Good
 - C - Passing
 - D - Poor
 - F - Failure

2. During this Campaign, did you learn enough about the candidates and the issues to make an informed choice for U.S. (Senate/House/Governor)?
 - Learned enough to choose
 - Did not learn enough; was difficult to choose

Sample size for the nationwide and the state polls shown on page 10 through 11.

TABLES

OVERALL RATING OF PRESS COVERAGE OF CAMPAIGNS

(Based On Exit Poll Data)

| | <i>A</i> <i>Excellent</i> % | <i>B</i> <i>Good</i> % | <i>C</i> <i>Passing</i> % | <i>D</i> <i>Poor</i> % | <i>F</i> <i>Failing</i> % | <i>Average</i> <i>Grade</i> ¹ | <i>N</i> |
|------------------------------|-----------------------------------|------------------------------|---------------------------------|------------------------------|---------------------------------|---|----------|
| <i>Massachusetts</i> 1325 | | 13 | 43 | 29 | 9 | 4 | 3.45 |
| <i>New York</i> | 9 | 38 | 33 | 14 | 4 | 3.27 | 1349 |
| <i>Texas</i> | 11 | 35 | 34 | 14 | 5 | 3.26 | 1396 |
| <i>Maryland</i> | 7 | 37 | 37 | 13 | 4 | 3.22 | 1215 |
| <i>Connecticut</i> | 7 | 38 | 34 | 13 | 6 | 3.22 | 1421 |
| <i>Florida</i> 1060 | | 9 | 35 | 34 | 15 | 5 | 3.20 |
| <i>Arizona</i> 1277 | | 9 | 31 | 40 | 14 | 5 | 3.18 |
| <i>New Jersey</i> | 7 | 32 | 36 | 16 | 7 | 3.08 | 1090 |
| <i>Virginia</i> | 9 | 30 | 31 | 21 | 6 | 3.07 | 1529 |
| <i>National</i> | 7 | 31 | 34 | 17 | 8 | 3.02 | 5260 |
| <i>California</i> | 6 | 29 | 35 | 20 | 8 | 2.94 | 1069 |
| <i>Michigan</i> | 5 | 26 | 37 | 21 | 7 | 2.91 | 1218 |
| <i>Pennsylvania</i> | 5 | 25 | 37 | 22 | 7 | 2.86 | 1112 |

Question: Looking back over the Campaign, what grade would you give the press for the way it covered the U.S. (Senate/House/Governor) race?

Times Mirror Center Survey Conducted by Mitofsky International

¹An "A" equals 5, "B" 4, "C" 3, "D" 2 and "F" 1.

RATING OF PRESS COVERAGE OF CAMPAIGNS BY VOTE

(Based On Exit Poll Data)

| | <i>A</i> <i>Excellent</i> % | <i>B</i> <i>Good</i> % | <i>C</i> <i>Passing</i> % | <i>D</i> <i>Poor</i> % | <i>F</i> <i>Failing</i> % |
|-----------------------------|-----------------------------------|------------------------------|---------------------------------|------------------------------|---------------------------------|
| <i>National (House):</i> | | | | | |
| Dem. | 9 | 35 | 33 | 13 | 6 |
| Rep. | 5 | 26 | 36 | 21 | 11 |
| <i>Massachusetts (Sen.)</i> | | | | | |
| Kennedy (dem.) | 16 | 45 | 26 | 7 | 3 |
| Romney (rep.) | 10 | 41 | 30 | 12 | 5 |
| <i>Virginia (Sen.)</i> | | | | | |
| Robb (dem.) | 10 | 36 | 31 | 15 | 4 |
| North (rep.) | 8 | 23 | 29 | 28 | 10 |
| Coleman (ind.) | 12 | 30 | 35 | 16 | 5 |
| <i>Arizona (Gov.)</i> | | | | | |
| Basha (dem.) | 10 | 32 | 38 | 14 | 5 |
| Symington (rep.) | 8 | 30 | 43 | 14 | 4 |
| <i>Florida (Gov.)</i> | | | | | |
| Chiles (dem.) | 10 | 40 | 37 | 8 | 4 |
| Bush (rep.) | 8 | 31 | 30 | 21 | 7 |
| <i>Maryland (Gov.)</i> | | | | | |
| Glendening (dem.) | 7 | 43 | 38 | 8 | 2 |
| Sauerbrey (rep.) | 7 | 32 | 36 | 18 | 5 |
| <i>New York (Gov.)</i> | | | | | |
| Cuomo (dem.) | 11 | 43 | 31 | 10 | 2 |
| Pataki (rep.) | 8 | 34 | 35 | 16 | 5 |
| Golisano (ind.) | 4 | 29 | 38 | 21 | 5 |
| <i>Texas (Gov.)</i> | | | | | |
| Richards (dem.) | 16 | 37 | 34 | 9 | 3 |
| Bush (rep.) | 6 | 32 | 34 | 18 | 8 |
| <i>California (Sen.)</i> | | | | | |
| Feinstein (dem.) | 6 | 36 | 36 | 15 | 5 |
| Huffington (rep.) | 6 | 22 | 35 | 25 | 10 |
| <i>Connecticut (Gov.)</i> | | | | | |
| Curry (dem.) | 8 | 44 | 33 | 11 | 3 |
| Rowland (rep.) | 6 | 32 | 36 | 15 | 9 |

| | <i>A</i> <i>Excellent</i> % | <i>B</i> <i>Good</i> % | <i>C</i> <i>Passing</i> % | <i>D</i> <i>Poor</i> % | <i>F</i> <i>Failing</i> % |
|----------------------------|-----------------------------------|------------------------------|---------------------------------|------------------------------|---------------------------------|
| <i>Michigan (Sen.)</i> | | | | | |
| Carr (dem.) | 7 | 31 | 37 | 18 | 5 |
| Abraham (rep.) | 4 | 24 | 36 | 24 | 8 |
| <i>New Jersey (Sen.)</i> | | | | | |
| Lautenberg (dem.) | 7 | 35 | 37 | 15 | 3 |
| Haytaian (rep.) | 6 | 30 | 36 | 15 | 11 |
| <i>Pennsylvania (Sen.)</i> | | | | | |
| Wofford (dem.) | 5 | 31 | 33 | 21 | 5 |
| Santorum (rep.) | 5 | 21 | 40 | 22 | 10 |

Question: Looking back over the Campaign, what grade would you give the press for the way it covered the U.S. (Senate/House/Governor) race?

Times Mirror Center Survey Conducted by Mitofsky International

RATING OF PRESS COVERAGE OF CAMPAIGNS BY DEMOGRAPHICS

(Based On Exit Poll Data)

| | | <i>A</i> <i>Excellent</i> % | <i>B</i> <i>Good</i> % | <i>C</i> <i>Passing</i> % | <i>D</i> <i>Poor</i> % | <i>F</i> <i>Failing</i> % | <i>N</i> |
|----------------------|---|-----------------------------------|------------------------------|---------------------------------|------------------------------|---------------------------------|----------|
| <i>Total</i> | | 7 | 31 | 34 | 17 | 8 | 5260 |
| <i>Sex</i> | | | | | | | |
| Male | | 7 | 25 | 38 | 18 | 11 | 2294 |
| Female | 7 | 36 | 31 | 16 | 7 | 2437 | |
| <i>Race</i> | | | | | | | |
| White | | 6 | 28 | 36 | 18 | 9 | 4497 |
| Black | | 6 | 40 | 30 | 11 | 6 | 449 |
| Hispanic | | 8 | 54 | 25 | 7 | 4 | 138 |
| <i>Race/Sex</i> | | | | | | | |
| White Males | | 6 | 22 | 40 | 19 | 12 | 1989 |
| White Females | | 6 | 34 | 33 | 18 | 6 | 2049 |
| Black Males | | 4 | 39 | 35 | 13 | 6 | 181 |
| Black Females | | 8 | 41 | 25 | 10 | 6 | 227 |
| <i>Age</i> | | | | | | | |
| 18-29 | | 9 | 39 | 33 | 11 | 6 | 626 |
| 30-39 | | 4 | 26 | 35 | 22 | 11 | 1129 |
| 40-49 | | 6 | 29 | 33 | 19 | 8 | 1238 |
| 50-59 | | 7 | 29 | 37 | 16 | 9 | 881 |
| 60-69 | | 9 | 33 | 33 | 14 | 8 | 837 |
| 70+ | | 6 | 33 | 35 | 17 | 6 | 509 |
| <i>Education</i> | | | | | | | |
| College Grad. | | 5 | 26 | 38 | 19 | 10 | 2013 |
| Some College | | 8 | 32 | 32 | 18 | 9 | 1529 |
| H. S. Grad. | | 7 | 37 | 34 | 14 | 6 | 1194 |
| < H.S. grad. | | 14 | 40 | 30 | 11 | 3 | 263 |
| <i>Family Income</i> | | | | | | | |
| \$75,000+ | | 4 | 23 | 43 | 20 | 9 | 770 |
| \$50,000-\$74,999 | | 5 | 27 | 37 | 16 | 12 | 1023 |
| \$30,000-\$49,999 | | 7 | 32 | 32 | 20 | 7 | 1357 |
| Under \$30,000 | | 10 | 36 | 32 | 14 | 7 | 1646 |
| <i>Region</i> | | | | | | | |
| East | | 7 | 28 | 35 | 19 | 9 | 1393 |
| Midwest | | 5 | 29 | 36 | 19 | 9 | 1318 |
| South | | 9 | 33 | 36 | 14 | 6 | 1512 |
| West | | 6 | 33 | 30 | 17 | 10 | 1037 |

| | <i>A</i> <i>Excellent</i> % | <i>B</i> <i>Good</i> % | <i>C</i> <i>Passing</i> % | <i>D</i> <i>Poor</i> % | <i>F</i> <i>Failing</i> % | <i>N</i> |
|----------------------------------|-----------------------------------|------------------------------|---------------------------------|------------------------------|---------------------------------|----------|
| <i>Community</i> | | | | | | |
| Large Urban | 7 | 40 | 28 | 14 | 8 | 406 |
| Small Urban | 8 | 33 | 34 | 15 | 8 | 1442 |
| Suburban | 6 | 28 | 35 | 19 | 9 | 2146 |
| Rural area | 7 | 27 | 37 | 19 | 7 | 1252 |
| <i>Party Identification</i> | | | | | | |
| Republican | 5 | 26 | 36 | 21 | 10 | 1796 |
| Democrat | 10 | 37 | 31 | 13 | 6 | 1897 |
| Independent | 5 | 29 | 37 | 19 | 9 | 1272 |
| <i>Political Ideology</i> | | | | | | |
| Liberal | 10 | 37 | 32 | 14 | 5 | 858 |
| Moderate | 7 | 33 | 36 | 15 | 7 | 2408 |
| Conservative | 6 | 24 | 34 | 23 | 13 | 1858 |
| <i>1992 Presidential Vote</i> | | | | | | |
| Bush | 5 | 26 | 34 | 22 | 11 | 1980 |
| Clinton | 9 | 35 | 33 | 14 | 5 | 2243 |
| Perot | 3 | 28 | 39 | 15 | 14 | 700 |
| <i>Presidential Job Approval</i> | | | | | | |
| Approve | 9 | 36 | 33 | 14 | 5 | 2127 |
| Disapprove | 5 | 27 | 35 | 20 | 12 | 2565 |
| <i>1994 Congressional Vote</i> | | | | | | |
| Republican | 5 | 26 | 36 | 21 | 11 | 2547 |
| Democrat | 9 | 35 | 33 | 13 | 6 | 2309 |
| Other/Don't Know | 4 | 32 | 37 | 12 | 13 | 225 |
| <i>Standard of Living</i> | | | | | | |
| Getting Better | 8 | 35 | 35 | 14 | 7 | 1117 |
| Getting Worse | 6 | 25 | 35 | 20 | 12 | 1197 |
| Staying the Same | 7 | 31 | 35 | 17 | 8 | 2877 |
| <i>Voting Blocs</i> | | | | | | |
| Born Again/Evangelical | 7 | 31 | 33 | 19 | 8 | 1444 |
| Married | 6 | 29 | 36 | 17 | 9 | 3557 |
| Parent (child < 18) | 5 | 30 | 35 | 19 | 10 | 1768 |
| No Health Ins. | 9 | 33 | 31 | 17 | 9 | 701 |
| Gay/Lesbian/Bisexual | 11 | 17 | 38 | 20 | 13 | 133 |
| Employed Full-time | 6 | 28 | 36 | 18 | 9 | 2867 |
| Union Household | 8 | 30 | 37 | 15 | 8 | 1078 |
| NRA Supporter | 6 | 28 | 34 | 19 | 11 | 1895 |

Question: Looking back over the Campaign, what grade would you give the press for the way it covered the U.S. (Senate/House/Governor) race?

Times Mirror Center Survey Conducted by Mitofsky International

LEARNED ENOUGH TO MAKE AN INFORMED CHOICE/NEGATIVE VOTE

(Based On Exit Poll Data)

| <i>N</i> | <i>Learned Enough</i> | <i>Did Not Learn Enough</i> | <i>Negative Vote</i> | | |
|-----------------------|-----------------------|-----------------------------|----------------------|---------------------|------|
| | <i>%</i> | <i>%</i> | <i>For Cand.</i> | <i>Against Opp.</i> | |
| <i>National:</i> | 70 | 27 | Not asked in | National Poll | 5260 |
| By House Vote: | | | | | |
| Dem. | 70 | 26 | | | |
| Rep. | 73 | 26 | | | |
| Other/No Answer | 58 | 37 | | | |
| <i>Massachusetts</i> | | 89 | 9 | 71 | 26 |
| 1325 | | | | | |
| By Vote for Senate: | | | | | |
| Kennedy (dem.) | 89 | 9 | 82 | 15 | |
| Romney (rep.) | 89 | 9 | 59 | 40 | |
| Other/No Answer | 79 | 20 | | | |
| <i>Virginia</i> | 82 | 15 | 59 | 38 | 1529 |
| By Vote for Senate: | | | | | |
| Robb (dem.) | 83 | 14 | 56 | 41 | |
| North (rep.) | 83 | 12 | 68 | 30 | |
| Coleman (ind.) | 77 | 23 | 37 | 63 | |
| Other/No Answer | 53 | 33 | | | |
| <i>Arizona</i> | | 82 | 16 | 72 | 26 |
| 1277 | | | | | |
| By Vote for Governor: | | | | | |
| Basha (dem.) | 79 | 20 | 72 | 25 | |
| Symington (rep.) | 86 | 12 | 73 | 26 | |
| Other/No Answer | 67 | 28 | | | |
| <i>Florida</i> | | 79 | 18 | 57 | 41 |
| 1060 | | | | | |
| By Vote for Governor: | | | | | |
| Chiles (dem.) | 80 | 16 | 56 | 41 | |
| Bush (rep.) | 78 | 19 | 57 | 40 | |
| Other/No Answer | 67 | 30 | | | |
| <i>Maryland</i> | 80 | 18 | 68 | 30 | 1215 |
| By Vote for Governor: | | | | | |
| Glendening (dem.) | 80 | 18 | 69 | 29 | |
| Sauerbrey (rep.) | 81 | 17 | 67 | 32 | |
| Other/No Answer | 59 | 26 | | | |
| <i>New York</i> | 79 | 19 | 54 | 42 | 1349 |
| By Vote for Governor: | | | | | |
| Cuomo (dem.) | 81 | 16 | 66 | 31 | |
| Pataki (rep.) | 77 | 21 | 44 | 52 | |
| Golisano (ind.) | 72 | 21 | 44 | 48 | |
| Other/No Answer | 68 | 26 | | | |

| <i>N</i> | <i>Learned Enough</i> | <i>Did Not Learn Enough</i> | <i>Negative Vote For Cand. Against Opp.</i> | | |
|-----------------------|---------------------------|---------------------------------|---|--------------|------|
| | % | % | % | % | |
| <i>Texas</i> | 80 | 19 | 74 | 24 | 1396 |
| By Vote for Governor: | | | | | |
| Richards (dem.) | 78 | 21 | 82 | 17 | |
| Bush (rep.) | 82 | 17 | 66 | 31 | |
| Other/No Answer | 70 | 27 | | | |
| <i>California</i> | 72 | 23 | Not asked | in Sen. race | 1069 |
| By Vote for Senate: | | | | | |
| Feinstein (dem.) | 72 | 22 | | | |
| Huffington (rep.) | 76 | 21 | | | |
| Other/No Answer | 51 | 36 | | | |
| <i>Connecticut</i> | 75 | 23 | 71 | 26 | 1421 |
| By Vote for Governor: | | | | | |
| Curry (dem.) | 75 | 24 | 67 | 29 | |
| Rowland (rep.) | 78 | 20 | 71 | 27 | |
| Other/No Answer | 72 | 26 | | | |
| <i>Michigan</i> | 73 | 24 | Not asked | in Sen. race | 1218 |
| By Vote for Senate: | | | | | |
| Carr (dem.) | 71 | 27 | | | |
| Abraham (rep.) | 78 | 20 | | | |
| Other/No Answer | 53 | 35 | | | |
| <i>New Jersey</i> | 73 | 24 | 62 | 35 | 1090 |
| By Vote for Senate: | | | | | |
| Lautenberg (dem.) | 77 | 20 | 71 | 26 | |
| Haytaian (rep.) | 73 | 25 | 52 | 45 | |
| Other/No Answer | 49 | 47 | | | |
| <i>Pennsylvania</i> | 70 | 26 | 60 | 36 | 1112 |
| By Vote for Senate: | | | | | |
| Wofford (dem.) | 68 | 27 | 62 | 33 | |
| Santorum (rep.) | 73 | 25 | 57 | 39 | |
| Other/No Answer | 62 | 31 | | | |

Question: During this Campaign, did you learn enough about the candidates and the issues to make an informed choice for U.S. (Senate/House/Governor)?

Question: Would you say that your vote for (Senator/Representative/Governor) was more a vote for your candidate or more a vote against his or her opponent?

Times Mirror Center Survey Conducted by Mitofsky International

DISTINGUISHING CHARACTERISTICS BY RACE AND GENDER

(Based On Exit Poll Data)

| | | <i>WHITE MALES</i> | | | <i>WHITE FEMALES</i> | | |
|---|--------------|--------------------|--------------|--------------|----------------------|--------------|--------------|
| | | | <i>Voted</i> | <i>Voted</i> | | <i>Voted</i> | <i>Voted</i> |
| | <i>Total</i> | <i>All</i> | <i>Dem.</i> | <i>Rep.</i> | <i>All</i> | <i>Dem.</i> | <i>Rep.</i> |
| <i>VOTING BLOCS:</i> | | | | | | | |
| Born Again/Evangelical Christian | 27 | 23 | 15 | 27 | 26 | 12 | 36 |
| Attend Religious Services At Least Once A Week | 45 | 40 | 34 | 44 | 47 | 39 | 54 |
| Union Household | 25 | 26 | 36 | 21 | 20 | 27 | 14 |
| NRA Supporter | 36 | 49 | 34 | 58 | 30 | 20 | 38 |
| Voted for Perot In 1992 | 13 | 19 | 15 | 21 | 12 | 10 | 15 |
| <i>POLITICAL IDEOLOGY:</i> | | | | | | | |
| Liberal | 17 | 13 | 28 | 4 | 20 | 35 | 8 |
| Moderate | 47 | 43 | 56 | 35 | 49 | 54 | 44 |
| Conservative | 34 | 44 | 15 | 60 | 30 | 10 | 45 |
| <i>ISSUES MATTERED MOST IN VOTING:</i> | | | | | | | |
| Crime | 38 | 39 | 37 | 40 | 35 | 36 | 35 |
| Health Care | 22 | 17 | 29 | 11 | 24 | 36 | 16 |
| Family Values/Morality | 19 | 18 | 8 | 24 | 23 | 10 | 32 |
| Taxes | 22 | 31 | 17 | 39 | 21 | 13 | 26 |
| <i>VOTE FOR/AGAINST CLINTON:</i> | | | | | | | |
| In Support | 27 | 19 | 50 | 2 | 25 | 54 | 3 |
| Against | 33 | 45 | 9 | 66 | 32 | 4 | 54 |
| Nothing to do with | 39 | 34 | 39 | 32 | 41 | 41 | 41 |
| <i>WHICH IS MORE IMPORTANT:</i> | | | | | | | |
| Having New Faces in Office | 26 | 36 | 23 | 43 | 21 | 16 | 24 |
| Having Experienced People in Office | 68 | 60 | 74 | 52 | 73 | 78 | 69 |

Times Mirror Center Survey Conducted by Mitofsky International