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**Jonesboro Compels News Audiences**

**DEMOCRATIC CONGRESSIONAL CHANCES HELPED BY CLINTON RATINGS**

**Also Inside ...**

- \* Loss of Respect for Clinton.
- \* No Tax Edge for GOP.
- \* Hillary and Gore Go Up.
- \* Gates Prominent and Popular.

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## **Jonesboro Compels News Audiences**

### **DEMOCRATIC CONGRESSIONAL CHANCES HELPED BY CLINTON RATINGS**

President Clinton's lofty performance ratings are benefiting the Democratic Party, which is now in a stronger position with American voters than it has been for some time. In contrast, continuing negative perceptions of Republican congressional leaders are hamstringing the image of their party. By the biggest margin of the decade, the public sees the Democrats as the party better able to bring about changes the country needs. The Democrats enjoy a big advantage in public confidence over their Republican rivals on key national agenda items such as improving education, jobs, health care and the environment. Generic support for Democratic congressional candidates has also significantly increased over the past year.

A nationwide Pew Research Center poll conducted this past weekend found 52% of registered voters inclined to vote for Democratic congressional candidates, 40% for Republican candidates and 8% undecided. A comparable mid-1997 poll found a narrow 48% to 45% margin of support in the Democrats' favor.

	May <u>1990</u>	July <u>1994</u>	April <u>1995</u>	July <u>1996</u>	Aug <u>1997</u>	Mar <u>1998</u>
Republican	27	39	51	39	38	32
Democratic	31	42	34	46	40	45
Both	13	4	4	2	4	7
Neither	18	10	7	7	11	8
DK	<u>11</u>	<u>5</u>	<u>4</u>	<u>6</u>	<u>7</u>	<u>8</u>
	100	100	100	100	100	100

The new opinion survey also finds improved evaluations of Democrats relative to the Republicans since 1994 on seven of 11 issue questions. The GOP now gets a clearly greater vote of confidence on only three items: promoting morality and personal responsibility, making America competitive in the world economy and making wise decisions about foreign policy. Significantly, Americans are evenly divided over which party is better able to deal with taxes and reduce crime, two issues that have traditionally favored the GOP. (See box on page 2.)

Clinton's high approval rating — 65% in this survey — accounts for some of his party's new-found support. Fully 70% of those who approve of his job performance express probable support for Democratic House candidates next fall. Public opinion about Republican leaders at the other end of Pennsylvania Avenue is far less positive. Just 43% of Americans approve of the job GOP congressional leaders are doing, and only 62% of those people say they will vote for Republican candidates in November.

Republican leaders are even more poorly regarded personally. House Speaker Newt Gingrich is rated favorably by 36% and unfavorably by 49%, which is nonetheless a distinct improvement over his 28% to 65% rating of a year ago. Senate Majority Leader Trent Lott continues to be an unknown quantity to most Americans and his evaluations are mixed from those who know him: 16% favorable, 18% unfavorable. In contrast, Vice President Al Gore and Hillary Rodham Clinton are rated favorably by 59% and 65%, respectively.

***But Strong Reelect Sentiment***

A high level of expressed support for incumbents is the best sign in the survey for GOP chances of retaining control of the House. Fully 63% of registered voters say they would like to see their incumbent reelected. That percentage slipped to as low as 49% in 1994, just before voters gave control of the Congress to the Republicans for the first time in 40 years. As the election nears, the generic measure of party support

is a better indicator of the likely outcome of the election than is support for incumbents.<sup>1</sup> But this strong early endorsement of incumbents reflects the ability of the GOP majority to go back to its districts and make a case for continuity with voters.

<b>Party Capabilities</b>				
	Rep <u>Party</u> %	Dem <u>Party</u> %	Both/ <u>Neither</u> %	<u>DK</u> %
<i>Party Better Able To ...</i>				
Protect the environment	22	56	13	9=100
July 1994	28	56	8	8=100
Reform health care system	25	53	14	8=100
October 1994	34	41	15	10=100
Improve jobs	30	51	12	7=100
October 1994	37	42	13	8=100
Improve education	29	49	15	7=100
October 1994	37	46	9	8=100
Keep country prosperous	40	40	15	5=100
October 1994	45	33	12	10=100
Deal with taxes	39	40	13	8=100
October 1994	43	34	14	9=100
Reduce crime	35	34	21	10=100
October 1994	38	34	17	11=100
Make America competitive	44	34	14	8=100
July 1994	48	35	9	8=100
Promote morality and personal responsibility	43	29	20	8=100
October 1994	40	35	14	11=100

<sup>1</sup> The generic measure is a good indicator of the popular vote for Congress which bears a historic relationship to the number of seats won by each party.

Gender and race continue to be the most important demographic correlates of support for congressional candidates. Generic support for the two parties is about even among whites, but runs seven-to-one for Democrats among African Americans. Women favor Democratic candidates by a 56% to 37% margin, while preferences are about even among men (47% to 45%). There are also some clear generational patterns in the Pew survey results. At one extreme seniors favor Democrats over Republicans 55% to 38%, while the margin narrows to 47% to 40% among Generation Xers. Middle aged people's preferences fall between the two extremes.

***Popular Today vs. Legacy Tomorrow***

The steady stream of allegations involving a White House sex scandal and cover-up has not eroded President Clinton's popularity. And while the story continues to interest the public, it appears to have lost some of its resonance: The number of people saying Clinton should be impeached if he lied under oath has dropped 10 percentage points since early February.

But this is not to say the controversy is without negative consequences for the President. More than 40% of Americans say the allegations have diminished their respect for Clinton as a person. And when asked what Clinton will be remembered for, scandals get mentioned far more often than any policy achievement.

Fully 65% of the public today approves of President Clinton's job performance. This is down 6 percentage points from the early February peak, but it is still higher than at any pre-scandal point in his presidency. Moreover, Clinton's approval is hardy: A 43% plurality say they *very strongly* approve of his performance as president. This matches Ronald Reagan's support at a comparable point in his second term.

This enthusiastic approval of Clinton's job performance, however, does not carry over to him as an individual. While just 27% of the public says the allegations of sexual misconduct by Clinton have marred their confidence in his leadership abilities, 43% says the allegations have reduced their respect for him as a person.

	<u>Clinton</u> <u>March 1998</u>	<u>Reagan*</u> <u>June 1986</u>
	%	%
Approve	65	64
Very strongly	43	41
Not so strongly	21	21
Don't know	1	2
Disapprove	26	26
Not so strongly	6	9
Very strongly	19	17
Don't know	1	*
Don't know/Refused	<u>9</u>	<u>10</u>
	100	100

\* Gallup Poll

While men and women do not differ in their evaluations of the scandal’s impact on their opinions, Democrats and Republicans do — dramatically so. Half of all Republicans (54%) compared to just 9% of Democrats and 26% of Independents say the allegations have reduced their confidence in Clinton’s leadership; 68% of Republicans say the allegations have reduced their respect for him as a person compared to 25% of Democrats and 43% of Independents.

The public acknowledges Clinton’s accomplishments but also casts doubt on whether he will be remembered for these successes. Asked about the President’s “greatest accomplishment” since he took office, Americans list a strong economy and the balanced budget (33%) and other policies (17%). But when asked what the President will be “most remembered for,” 56% mention the scandals and allegations raised against Clinton.

<b>Memories of Clinton</b>	
<i>Clinton will be remembered for ...</i>	<i>%</i>
<b>Scandals</b>	<b>56</b>
Sex scandals	41
Scandals (unspecified)	18
<b>Economy/Budget/Deficit</b>	<b>14</b>
Management of economy	9
Balancing the budget	5
<b>Policy</b>	<b>6</b>
Welfare reform	2
Improving education	2

Fewer Americans say Clinton should be impeached if he is lying about his relationship with Monica Lewinsky, compared to a month ago. Only 40% of the public believes that Clinton should be impeached if it turns out he lied under oath. This is a drop of 10 percentage points since February, when 50% of the public felt this was an impeachable offense.

However, Americans are divided over whether the President should be impeached if he encouraged Lewinsky to lie under oath (48% yes vs. 47% no), the same as in February. If there was “conclusive proof” of this allegation, fully 54% say they would support impeachment.

***Unpopular Accusers***

Almost half of the public (49%) gives an unfavorable rating to prosecutor Kenneth Starr; only 22% rates him favorably. Two-thirds of the public has an unfavorable opinion of Paula Jones and Monica Lewinsky (65% and 67%, respectively). Fully 53% have an unfavorable opinion of Linda Tripp and 45% give an unfavorable rating to Kathleen Willey.

None of these individuals draws a favorable opinion from even a quarter of Americans. Lewinsky gets higher than average ratings from men under age 30 (27% have a favorable opinion of her) and lower than average ratings from young women (15%).

Conversely, Americans hold favorable opinions of President Clinton, Hillary Rodham Clinton and their supporters. Fully 62% of the public views Clinton favorably and 65% gives Mrs. Clinton favorable ratings. In

addition, Clinton loyalist Vernon Jordan and presidential secretary Betty Currie are viewed more positively than negatively (34% vs. 21% and 21% vs. 12%, respectively).

***The Public View:***  
**The President, His Accusers & The Supporting Cast**

	<u>Favorable</u> %	<u>Unfavorable</u> %
Bill Clinton	62	35
Hillary Clinton	65	31
Vernon Jordan	34	21
Betty Currie	21	12
Kathleen Willey	18	45
Monica Lewinsky	17	67
Paula Jones	17	65
Linda Tripp	10	53
Kenneth Starr	22	49

***Learning to Live with Scandal***

Americans are now divided about the significance of the Clinton-Lewinsky scandal. Fully 46% of the public says it is of very little importance, 24% says it is of some importance and 26% says the scandal is of great importance to the nation. This is a substantial change since the story first broke. A CBS News Poll January 24-25 found 40% of the public saying the allegations were of great importance.

The public is inclined to say that news of the scandal is disrupting policy efforts in Washington. Only 32% say the allegations are not disrupting government business, 35% say they are disrupting government a little, 30% say a lot. Republicans see the story as more disruptive than Democrats or Independents (38% say it is disrupting things a lot compared to 24% and 30%, respectively).

The media continues to get mixed reviews for its reporting on the scandal. A 55% majority gives the press an only fair or poor evaluation, compared to 42% who describe media coverage of the story as excellent or good. Senior citizens are the among the harshest in their critique: Only 30% favorably rate the media compared to 56% of those under age 30.

Complaints about the way the media sensationalizes the scandal and reports information before getting all the facts continue to top the list of criticisms raised by those Americans who give the media low marks for its coverage of the allegations against Clinton. In February, the number one criticism of the media concerned reports based on hearsay or unsubstantiated information. In contrast, the top complaint in this month's survey concerns the media's continued hyping of the scandal story. Meanwhile, those giving the media high marks continue to praise the press for staying on top of the story and for keeping the public informed about the allegations.

***Still Following the Story***

Americans remain attentive to the allegations surrounding President Clinton. Two-thirds (65%) of Americans are following news of the investigation closely; 30% are following the news very closely. The public is paying closer attention to this scandal than to previous charges against Clinton. Very close public attention to the Whitewater investigation and the campaign finance scandal never rose above the 25% mark.

Public attention to the scandal is reflected in knowledge of the players involved on both sides of the investigation. Fully 41% can correctly identify Vernon Jordan, the Washington lawyer and Clinton loyalist who has been subpoenaed by Kenneth Starr, and 52% know who former White House employee Kathleen Willey is. When compared to the public's knowledge of key figures in previous investigations of Washington leaders, only National Security Advisor John Poindexter had higher name recognition (60%).

<b>New Household Names</b>	
<i>Percent Who Correctly Identify...</i>	
	<u>%</u>
Bill Gates	59
<b>Kathleen Willey</b>	<b>52</b>
<b>Vernon Jordan</b>	<b>41</b>
Alan Greenspan†	40
John Huang†	20
Webster Hubbell†	15
Tony Blair†	10

†May 1997.

***News Interest Index***

The shooting deaths at a middle school in Jonesboro, Arkansas sparked the most interest among major stories in the past month, with nearly half of Americans (49%) following the story very closely. News about the schoolyard shooting drew more attention than continuing reports about allegations against President Clinton (30%) and news about gasoline prices hitting new lows (27%).

Overall, attention to the Arkansas school shooting ranked relatively high compared to other sudden outbreaks of violence in the last decade, ranking third after the Oklahoma City bombing in 1995 and the bomb blast at the 1996 summer Olympics in Atlanta. Women paid closer attention to the school shooting than men (56% following very closely, compared to 40%).

#### Attention to News About Violent Incidents

	Percent Following "Very Closely"
Oklahoma City bombing (6/95)	58
Atlanta Olympics bombing (7/96)	57
Arkansas school shooting (3/98)	49
Tourist murders in Florida (9/93)	36
Univ. of Florida murders (9/90)	36
Abortion clinic bombings (2/97)	24
Letter bombings of judges (1/90)	22

More than one-quarter of the public paid very close attention to news about the recent drop in gasoline prices. But *good* news at the gas pump is of substantially less concern to Americans than bad news — news interest was twice as great in late 1990, when as many as 62% of Americans were paying very close attention to *increases* in gas prices.

Several foreign affairs and international stories — including President Clinton's trip to Africa — drew relatively scant interest. Just 12% of Americans closely followed news about Clinton's visit, though blacks were far more likely than whites to follow the story closely: 25% compared to 11%. Even fewer Americans paid close attention to ethnic conflict in Kosovo, Serbia (5%) and discussions about expanding NATO to include Poland, Hungary and the Czech Republic (5%).

Back home, 20% of the public said they closely followed the NCAA basketball tournament. Interest in the playoffs was higher among men than among women (28% compared to 13%) and especially high among younger men (39%).

Although Bill Gates' recent testimony before Congress drew scant attention (just 8% followed the story very closely), the Microsoft CEO is an increasingly prominent figure in American life. Fully 59% of Americans could correctly identify Gates, up substantially from June 1997. Not surprisingly, Gates is especially well-known — and well-liked — among those who spend the most time at the computer. An overwhelming 89% of those who regularly go on-line could correctly identify the Microsoft founder, and more than three-in-four (76%) held a favorable opinion of Gates, compared to 55% among the public overall.



**PERCENT FOLLOWING EACH  
NEWS STORY "VERY CLOSELY"**

	Shooting at School in Jonesboro, AR	Allegations of Clinton's Misconduct	Low Gasoline Princes	NCAA Basketball Tournament	(N)
<i>Total</i>	49	30	27	20	(1206)
<i>Sex</i>					
Male	40	26	28	28	(602)
Female	57	34	26	13	(604)
<i>Race</i>					
White	48	29	27	19	(1003)
*Hispanic	62	25	33	22	(77)
Black	53	40	25	30	(101)
<i>Age</i>					
Under 30	44	23	21	28	(281)
30-49	46	26	23	20	(485)
50+	56	40	35	15	(426)
<i>Education</i>					
College Grad.	41	32	24	26	(409)
Some College	47	26	28	21	(311)
High School Grad	51	31	29	19	(380)
< H. S. Grad.	56	34	27	12	(97)
<i>Region</i>					
East	50	28	30	14	(213)
Midwest	47	30	25	20	(321)
South	54	33	27	25	(442)
West	40	28	27	17	(230)
<i>Party ID</i>					
Republican	44	32	28	23	(329)
Democrat	56	34	29	18	(417)
Independent	46	29	26	20	(398)

Question: Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely.

\*The designation, Hispanic, is unrelated to the white-black categorization.

**CONTINUED...**

**PERCENT FOLLOWING EACH  
NEWS STORY "VERY CLOSELY"**

	Clinton's Trip to Africa	Trial of General McKinney	Gates Congressional Testimony	NATO Expansion	Conflict in Kosova, Serbia	(N)
<i>Total</i>	12	10	8	5	5	(1206)
<i>Sex</i>						
Male	10	12	11	7	7	(602)
Female	14	8	6	4	3	(604)
<i>Race</i>						
White	11	9	9	5	5	(1003)
*Hispanic	19	19	11	11	15	(77)
Black	25	13	8	4	4	(101)
<i>Age</i>						
Under 30	8	6	9	5	4	(281)
30-49	11	9	10	5	7	(485)
50+	17	14	7	7	4	(426)
<i>Education</i>						
College Grad.	14	11	16	8	7	(409)
Some College	12	8	9	7	6	(311)
High School Grad	12	10	5	3	4	(380)
< H. S. Grad.	13	11	4	6	4	(97)
<i>Region</i>						
East	9	10	8	6	4	(213)
Midwest	11	8	7	4	2	(321)
South	15	11	9	6	5	(442)
West	13	9	10	7	8	(230)
<i>Party ID</i>						
Republican	11	10	10	7	5	(329)
Democrat	16	12	8	5	5	(417)
Independent	10	8	9	6	5	(398)

Question: Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely.

\*The designation, Hispanic, is unrelated to the white-black categorization.

# TABLES

## PRESIDENTIAL APPROVAL

	----- Approve -----			----- Disapprove -----			<u>DK</u> %
	<u>Total</u> Approve %	<u>Very</u> Strongly %	<u>Not So</u> Strongly %	<u>Total</u> Disapprove %	<u>Very</u> Strongly %	<u>Not So</u> Strongly %	
<b>Total</b>	65	43	21	26	19	6	9=100
<b>Sex</b>							
Male	65	40	24	28	21	6	7
Female	65	45	19	25	17	7	10
<b>Race</b>							
White	62	39	21	29	21	7	9
Non-white	83	64	18	9	5	4	8
Black	87	69	16	7	4	3	6
<b>Race and Sex</b>							
White Men	62	37	24	31	24	6	7
White Women	62	41	19	28	19	7	10
<b>Age</b>							
Under 30	62	36	25	27	15	10	11
30-49	66	42	23	26	20	6	8
50-64	69	46	20	27	22	5	4
65+	67	51	12	23	21	2	10
<b>Education</b>							
College Grad.	67	43	23	29	23	6	4
Some College	62	36	25	27	20	6	11
High School Grad.	67	44	22	25	18	6	8
<H.S. Grad	65	52	10	22	14	7	13
<b>Family Income</b>							
\$75,000+	61	38	22	36	26	9	3
\$50,000-\$74,999	69	43	24	23	16	6	8
\$30,000-\$49,999	63	39	22	30	24	7	7
\$20,000-\$29,999	63	44	19	24	17	5	13
<\$20,000	70	48	19	20	12	7	10

Question: Do you approve or disapprove of the way Bill Clinton is handling his job as President? Do you (approve/disapprove) very strongly, or not so strongly?

CONTINUED ...

	----- Approve -----			----- Disapprove -----			<u>DK</u> %
	<u>Total</u>	<u>Very</u>	<u>Not So</u>	<u>Total</u>	<u>Very</u>	<u>Not So</u>	
	<u>Approve</u> %	<u>Strongly</u> %	<u>Strongly</u> %	<u>Disapprove</u> %	<u>Strongly</u> %	<u>Strongly</u> %	
<b>Total</b>	65	43	21	26	19	6	9=100
<b>Region</b>							
East	76	48	24	17	10	7	7
Midwest	65	42	22	26	19	6	9
South	62	40	21	28	21	7	10
West	60	42	17	32	24	7	8
<b>Community Size</b>							
Large City	69	48	20	20	14	5	11
Suburb	67	44	21	28	21	7	5
Small City/Town	65	39	24	26	20	5	9
Rural Area	62	45	17	29	20	8	9
<b>Race/Religion/Ethnicity</b>							
Total White Protestant	54	33	20	36	27	7	10
White Prot. Evangelical	47	32	14	43	34	7	10
White Prot. Non-Evangelical	61	35	25	30	22	8	9
White Catholic	77	50	25	18	11	6	5
<b>Party ID</b>							
Republican	35	16	19	55	43	11	10
Democrat	90	68	18	6	3	2	4
Independent	65	38	26	26	17	8	9
<b>1996 Presidential Vote</b>							
Clinton	91	69	20	5	3	2	4
Dole	27	6	20	66	56	9	7
<b>1996 Congressional Vote</b>							
Republican	35	18	16	57	47	9	8
Democrat	89	72	15	6	4	2	5

**CONGRESSIONAL TRIAL HEAT \***

August 1997 vs. March 1998

Based on Registered Voters

	--- August 1997 ---			--- March 1998 ---			Change in Dem Support
	Republican	Democrat	Undecided	Republican	Democrat	Undecided	
	%	%	%	%	%	%	
<b>Total</b>	45	48	7=100	40	52	8=100	+4
<b>Sex</b>							
Male	48	44	8	45	47	8	+3
Female	42	52	6	37	56	7	+4
<b>Race</b>							
White	49	44	7	44	48	8	+4
Non-white	19	75	6	15	79	6	+4
Black	18	78	4	12	83	5	+5
<b>Race and Sex</b>							
White Men	54	38	8	49	43	8	+5
White Women	46	49	5	40	52	8	+3
<b>Age</b>							
Under 30	50	45	5	40	47	13	+2
30-49	45	47	8	42	53	5	+6
50-64	48	46	6	41	52	7	+6
65+	36	59	5	38	55	7	-4
<b>Education</b>							
College Grad.	44	50	6	49	43	8	-7
Some College	54	39	7	45	44	11	+5
High School Grad	42	51	7	36	57	7	+6
<H.S. Grad	35	56	9	27	71	2	+15
<b>Family Income</b>							
\$75,000+	57	36	7	55	40	5	+4
\$50,000-\$74,999	55	41	4	46	49	5	+8
\$30,000-\$49,999	47	49	4	48	45	7	-4
\$20,000-\$29,999	44	50	6	27	63	10	+13
<\$20,000	30	64	6	25	66	9	+2

\*Includes Leaners

Question: If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district?  
As of TODAY, do you LEAN more to the Republican or the Democrat?

**CONTINUED...**

	--- August 1997 ---			--- March 1998 ---			Change in Dem Support
	<u>Republican</u>	<u>Democrat</u>	<u>Undecided</u>	<u>Republican</u>	<u>Democrat</u>	<u>Undecided</u>	
	%	%	%	%	%	%	
<b>Total</b>	45	48	7=100	40	52	8=100	+4
<b>Region</b>							
East	35	60	5	38	53	9	-7
Midwest	43	50	7	39	55	6	+5
South	49	45	6	43	50	7	+5
West	48	42	10	39	51	10	+9
<b>Community Size</b>							
Large City	35	59	6	35	57	8	-2
Suburb	47	46	7	48	46	6	0
Small City/Town	46	48	6	42	51	7	+3
Rural Area	49	44	7	38	53	9	+9
<b>Race/Religion/Ethnicity</b>							
Total White Protestant	56	38	6	51	42	7	+4
White Prot. Evangelical	63	31	6	56	35	9	+4
White Prot. Non-Evangelical	50	44	6	49	44	7	0
White Catholic	42	52	6	30	61	9	+9
<b>Party ID</b>							
Republican	91	7	2	89	7	4	0
Democrat	5	93	2	4	94	2	+1
Independent	45	41	14	43	43	14	+2
<b>1996 Presidential Vote</b>							
Clinton	18	77	5	13	82	5	+5
Dole	92	6	2	93	5	2	-1
<b>1996 Congressional Vote</b>							
Republican	86	11	3	86	12	2	+1
Democrat	8	89	3	4	92	4	+3

## TREND IN PARTY SEEN AS BETTER ABLE TO BRING ABOUT CHANGE

April 1995 vs. March 1998

	--- April 1995 ---			--- March 1998 ---			Change in <u>Dem image</u> %
	<u>Rep</u> %	<u>Dem</u> %	<u>Both/ Neither</u> %	<u>Rep</u> %	<u>Dem</u> %	<u>Both/ Neither</u> %	
<b>Total</b>	51	34	11	32	45	15	+11
<b>Sex</b>							
Male	55	30	12	36	40	18	+10
Female	46	38	10	28	49	13	+11
<b>Race</b>							
White	54	30	11	34	42	16	+12
Non-white	27	62	8	22	62	12	0
Black	22	69	8	21	64	13	-5
<b>Race and Sex</b>							
White Men	60	26	12	39	37	19	+11
White Women	50	33	11	29	46	14	+13
<b>Age</b>							
Under 30	50	39	8	34	44	15	+5
30-49	55	29	14	34	45	16	+16
50-64	49	36	10	30	44	18	+8
65+	43	40	10	26	48	11	+8
<b>Education</b>							
College Grad.	56	28	14	38	39	19	+11
Some College	53	30	14	35	42	17	+12
High School Grad.	50	36	10	29	48	14	+12
<H.S. Grad	42	43	7	26	49	13	+6
<b>Family Income</b>							
\$75,000+	61	24	12	38	38	20	+14
\$50,000-\$74,999	56	28	14	34	45	16	+17
\$30,000-\$49,999	58	28	12	40	41	14	+13
\$20,000-\$29,999	48	35	11	29	45	16	+10
<\$20,000	41	48	7	26	51	14	+3

Question: Now, I'm going to read you some phrases. Please tell me if you think each one better describes the REPUBLICAN Party and its leaders or the DEMOCRATIC Party and its leaders. (First,) which party do you think is better described by the phrase . . . Can bring about the kinds of changes the country needs?

CONTINUED ...



	--- April 1995 ---			--- March 1998 ---			Change in <u>Dem image</u> %
	<u>Rep</u> %	<u>Dem</u> %	<u>Both/ Neither</u> %	<u>Rep</u> %	<u>Dem</u> %	<u>Both/ Neither</u> %	
<b>Total</b>	51	34	11	32	45	15	+11
<b>Region</b>							
East	47	38	10	30	48	15	+10
Midwest	50	33	12	33	43	13	+10
South	54	33	9	34	44	14	+11
West	50	33	14	30	44	22	+11
<b>Race/Religion/Ethnicity</b>							
Total White Protestant	58	28	10	39	34	16	+6
White Prot. Evangelical	62	24	9	40	33	17	+9
White Prot. Non-Evangelical	55	32	10	39	35	16	+3
White Catholic	52	34	9	28	53	15	+19
<b>Party ID</b>							
Republican	88	5	5	72	12	12	+7
Democrat	14	75	7	6	77	12	+2
Independent	50	28	18	32	38	21	+10

# SURVEY METHODOLOGY

## **ABOUT THIS SURVEY**

Results for the main survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,206 adults, 18 years of age or older, during the period March 25-29, 1998. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. For results based on either Form 1 (N=603) or Form 2 (N=603), the sampling error is plus or minus 4.5 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.

## **SURVEY METHODOLOGY IN DETAIL**

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed). The design of the sample ensures this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

The telephone exchanges were selected with probabilities proportional to their size. The first eight digits of the sampled telephone numbers (area code, telephone exchange, bank number) were selected to be proportionally stratified by county and by telephone exchange within county. That is, the number of telephone numbers randomly sampled from within a given county is proportional to that county's share of telephone numbers in the U.S. Only working banks of telephone numbers are selected. A working bank is defined as 100 contiguous telephone numbers containing three or more residential listings.

The sample was released for interviewing in replicates. Using replicates to control the release of sample to the field ensures that the complete call procedures are followed for the entire sample. The use of replicates also insures that the regional distribution of numbers called is appropriate. Again, this works to increase the representativeness of the sample.

At least five attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making a contact with a potential respondent. All interview breakoffs and refusals were re-contacted at least once in order to attempt to convert them to completed interviews. In each contacted household, interviewers asked to speak with the "youngest male 18 or older who is at home". If there is no eligible man at home, interviewers asked to speak with "the oldest woman 18 or older who lives in the household". This systematic respondent selection technique has been shown empirically to produce samples that closely mirror the population in terms of age and gender.

Non-response in telephone interview surveys produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis.

The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 1996). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone.

The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters.

# THE QUESTIONNAIRE

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**MARCH 1998 NEWS INTEREST INDEX**  
**-- FINAL TOPLINE --**  
**March 25-29, 1998**  
**N=1,206**

Hello, I am \_\_\_\_\_ calling for Princeton Survey Research Associates in Princeton, New Jersey. 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 the youngest male, 18 years of age or older, who is now at home. **[IF NO MALE, ASK: May I please speak with the oldest female, 18 years of age or older, who is now at home?]**

Q.1 Do you approve or disapprove of the way Bill Clinton is handling his job as President? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way Bill Clinton is handling his job as President? IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
March, 1998	65	26	9=100
Early February, 1998	71	26	3=100
January, 1998	61	30	9=100
November, 1997	58	31	11=100
September, 1997	58	29	13=100
August, 1997	59	32	9=100
June, 1997	54	34	12=100
May, 1997	57	34	9=100
April, 1997	55	34	11=100
February, 1997	60	32	8=100
Early February, 1997	57	30	13=100
January, 1997	59	31	10=100
November, 1996	57	34	9=100
July, 1996	54	38	8=100
June, 1996	54	38	8=100
April, 1996	53	39	8=100
March, 1996	55	38	7=100
February, 1996	51	39	10=100
January, 1996	50	43	7=100
October, 1995	48	42	10=100
September, 1995	45	42	13=100
August, 1995	44	44	12=100
June, 1995	50	40	10=100
April, 1995	47	43	10=100
March, 1995	44	44	12=100
February, 1995	44	44	12=100
December, 1994	41	47	12=100
November, 1994	48	40	12=100
October, 1994	41	47	12=100
Early October, 1994	38	47	15=100
September, 1994	41	52	7=100
July, 1994	45	46	9=100
June, 1994	42	44	14=100
May, 1994	46	42	12=100
March, 1994	45	42	13=100

**Q.1 CONTINUED ...**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
January, 1994	51	35	14=100
Early January, 1994	48	35	17=100
December, 1993	48	36	16=100
October, 1993	44	42	14=100
September, 1993	49	35	16=100
Early September, 1993	43	43	14=100
August, 1993	39	46	15=100
May, 1993	39	43	18=100
Early May, 1993	45	37	18=100
April, 1993	49	29	22=100
February, 1993	56	25	19=100

**IF '1' OR '2' IN Q.1, ASK:**

Q.1a Do you (INSERT RESPONSE FROM Q.1) very strongly, or not so strongly?

		--- Gallup ---			
		Clinton	Reagan	Carter	
		<u>7/94</u>	<u>6/86</u>	<u>6/83</u>	<u>4/78</u>
65	Approve	45	64	47	48
	43 Very strongly	18	41	21	14
	21 Not so strongly	27	21	26	34
	1 Don't know	—	2	—	—
26	Disapprove	46	26	44	39
	6 Not so strongly	17	9	15	22
	19 Very strongly	29	17	29	17
	1 Don't know	—	*	—	—
<u>9</u>	Don't know/Refused	<u>9</u>	<u>10</u>	<u>9</u>	<u>13</u>
100		100	100	100	100

**ASK ALL:**

Q.2 Do you approve or disapprove of the job the Republican leaders in Congress are doing? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the job the Republican leaders in Congress are doing? IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>
March, 1998	43	39	18=100
January, 1998	43	41	16=100
November, 1997	41	43	16=100
August, 1997	42	44	14=100
June, 1997	33	50	17=100
May, 1997	40	44	16=100
April, 1997	40	44	16=100
February, 1997	44	42	14=100
January, 1997	38	47	15=100
November, 1996	40	43	17=100
July, 1996	38	48	14=100
June, 1996	36	50	14=100
April, 1996	39	46	15=100
March, 1996	35	51	14=100
February, 1996	33	53	14=100
January, 1996	36	54	10=100
October, 1995	36	51	13=100
September, 1995	36	50	14=100
August, 1995	38	45	17=100
June, 1995	41	45	14=100
April, 1995	44	43	13=100
March 1995	43	39	18=100
December, 1994	52	28	20=100



**ASK FORM 1 ONLY: [N=603]**

Q.3F1 Thinking ahead, what do you think Bill Clinton will be most remembered for after he has left office?  
(ACCEPT MULTIPLE RESPONSES, PROBE FOR CLARITY)

**56 SCANDALS (NET)**

- 41 Sex scandals (sub-net)
  - 20 Sex scandals/ sexual exploits/ sexual encounters
  - 8 Extra-marital affairs
  - 5 Monica Lewinsky incident/ case/ relationship
  - 4 Womanizing/ philandering
  - 3 Slandorous allegations/ allegations by women of an affair/ harassment
  - 3 His girlfriends/ all his girls/ women in his life
  - 2 His personal life/ publicity of his personal life
  - 2 Sexual harassment case/ scandal/ incident
  - 1 Problem with women
  - 1 Paula Jones Incident
- 18 Scandals (general/unspecified)
  - 1 Whitewater
  - 1 The attacks on him/ persecution
  - 1 The trial
  - 1 Avoiding impeachment/ staying in office/ ability to recover from scandal
  - 1 Corrupting/ disgracing/ cheapening the White House

**14 ECONOMY/ BUDGET/ DEFICIT (NET)**

- 9 Good management of the economy/ handling of the deficit
- 5 Balancing the budget/ handling the deficit
- 4 Economy (sub-net)
  - 3 Decrease in unemployment
  - 1 Stock Market

6 Good job he has done

**6 POLICY (NET)**

- 2 Welfare reform
- 2 Improving education
- 1 Improvements in foreign policy
- 1 Helping the elderly
- 3 Iraq Situation/ no loss of life/ ensuring peace
- 3 Lying/ lack of honesty
- 2 His concern for the common man/ working people/ poor/ less fortunate
- 1 Lack of integrity/ morals
- 1 Helping children
- 1 Nothing/ nothing in particular
- 10 Other
- 12 Don't know/ No answer

**ASK FORM 2 ONLY: [N=603]**

Q.4F1 What do you think has been Bill Clinton's greatest accomplishment since he became President in 1993?  
**(ACCEPT MULTIPLE RESPONSES, PROBE FOR CLARITY)**

- 33 ECONOMY/ BUDGET/ DEFICIT (NET)**
  - 26 Economy (sub-net)
    - 18 Improving the economy
    - 12 Reducing unemployment
    - 1 Wage increase
    - 1 Reducing the inflation rate
  - 10 Balancing the budget/ Reducing the deficit
- 17 POLICY (NET)**
  - 5 Welfare reform
  - 4 Medicare/ healthcare
  - 4 Improving/ funding education
  - 2 Tax cuts
  - 2 Foreign affairs / policy
  - 2 Social Security
  - 1 Family Leave Act
- 6 SCANDALS (NET)**
  - 6 Sex scandals (sub-net)
    - 3 Sex scandals/ problem with women
  - 4 Staying in office/ avoiding impeachment/ dodging Ken Starr
  - 5 Handling the Gulf Crisis
  - 4 He's done a good job/ the best he can do
  - 3 His concern for the common man/ working people/ poor/ less fortunate
  - 1 Improving the business climate
  - 1 Working with Congress/ the Republicans
  - 1 Uniting the nation/ Improving nationalism/ Improving national morale
  - 1 Promotion of peace
  - 1 Fooling the public
  - 12 Other
  - 5 Nothing/ nothing in particular
  - 24 Don't know/ No answer

Q.5 Now I'm going to read a list of names of people who have been in the news. Not everyone will have heard of them. For each one, please tell me if you happen to know who that person is. First... **(INSERT NAME; ROTATE)** (IF NECESSARY: Do you happen to know who **(NAME)** is?) **INTERVIEWER NOTE: FOR EACH ITEM, IF RESPONDENT ANSWERS "YES", FOLLOW UP WITH: Who is (INSERT NAME)?**

		<u>Correct</u>	<u>Any Other Answer</u>	<u>No/DK/ Refused</u>
a.	Vernon Jordan	41	11	48=100
b.	Kathleen Willey	52	6	42=100
c.	Bill Gates	59	11	30=100
	June, 1997	46	7	47=100

Q.6 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely?  
**[READ AND ROTATE LIST]**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK (VOL)</u>
a. Allegations of sexual misconduct against Bill Clinton	30	35	25	9	1=100
February, 1998 <sup>2</sup>	21	44	25	10	*=100
Early February, 1998	34	42	17	7	0=100
b. The NCAA basketball tournament	20	13	19	47	1=100
April, 1990	24	16	14	46	*=100
c. The expansion of NATO to include Poland, Hungary, and the Czech Republic	5	16	29	49	1=100
August, 1997	6	16	31	46	1=100
April, 1997 <sup>3</sup>	6	16	27	50	1=100
January, 1997	5	15	32	47	1=100
d. The trial of Army Sergeant Major Gene McKinney on charges of sexual misconduct and obstruction of justice	10	27	36	27	*=100
e. Bill Gates's testimony before Congress and the debate over the growing power of Microsoft	8	19	31	41	1=100
f. Ethnic conflict in Kosovo, Serbia	5	12	26	55	2=100
g. President Clinton's trip to Africa	12	31	33	23	1=100
h. Gasoline prices hitting new lows	27	29	25	18	1=100
i. The shooting at a middle school in Jonesboro, Arkansas	49	33	12	5	1=100

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<sup>2</sup> In February 1998, story was listed as "Allegations that President Clinton had an affair with former White House intern, Monica Lewinsky."

<sup>3</sup> In April and January 1997, story was listed as "The discussion and debate about expanding NATO into Eastern Europe."

**ON ANOTHER SUBJECT,**

Q.7 If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district?

**IF RESPONDENT ANSWERED '3' OR '9' IN Q.7, ASK:**

Q.7a As of TODAY, do you LEAN more to the Republican or the Democrat?

**BASED ON REGISTERED VOTERS: [N=908]**

		Feb 1998	Jan 1998	Aug 1997	Early Nov 1996 <sup>4</sup>	Late Oct 1996	Sept 1996	Early Sept 1996	July 1996	June 1996	March 1996	Jan 1996	Oct 1995	Aug 1995	Nov 1994	Oct 1994	Early Oct 1994	Sept 1994	July 1994
40	Rep/Lean Rep	41	41	45	44	42	43	43	46	44	44	46	48	50	45	47	52	48	45
52	Dem/Lean Dem	50	51	48	48	49	49	51	47	50	49	47	48	43	43	44	40	46	47
<u>8</u> 100	Other/Undecided	<u>9</u> 100	<u>8</u> 100	<u>7</u> 100	<u>8</u> 100	<u>9</u> 100	<u>8</u> 100	<u>6</u> 100	<u>7</u> 100	<u>6</u> 100	<u>7</u> 100	<u>7</u> 100	<u>4</u> 100	<u>7</u> 100	<u>12</u> 100	<u>9</u> 100	<u>8</u> 100	<u>6</u> 100	<u>8</u> 100

Q.8 What will make the biggest difference in how you vote for Congress in your district — national issues, local or state issues, the candidate's political party, or the candidate's character or experience? **(IF MORE THAN ONE, PROBE WITH: Well, which is most important?)**

**BASED ON REGISTERED VOTERS: [N=908]**

--- CBS/NYT ---

		Oct 1994	Early Oct 1994	Oct 24-28 1986	Sept 28-Oct 1 1986
18	National issue	22	22	22	20
37	State/local issue	38	27	25	23
6	Political party	3	5	6	9
35	Character/Experience	29	39	40	41
1	Other (VOL)	3	2	1	3
1	None (VOL)	1	1	1	*
<u>2</u> 100	Don't know/Refused	<u>4</u> 100	<u>4</u> 100	<u>5</u> 100	<u>4</u> 100

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4 Based on likely voters.

Q.9 Do you think of your vote for Congress this fall as a vote for Bill Clinton, as a vote against Bill Clinton, or isn't Bill Clinton much of a factor in your vote?

**BASED ON REGISTERED VOTERS: [N=908]**

		<b>Bush</b>			<b>----- Reagan -----</b>		
		Oct	Early Oct	Oct 28-31	Oct 24-28	Sept 28-Oct 1	Oct 23-28
		<u>1994</u>	<u>1994</u>	<u>1990</u>	<u>1986</u>	<u>1986</u>	<u>1982</u>
21	For	17	17	19	26	26	23
15	Against	21	23	15	12	16	21
59	Not a factor	57	54	61	55	51	51
<u>5</u>	Don't know/refused	<u>5</u>	<u>6</u>	<u>6</u>	<u>7</u>	<u>7</u>	<u>5</u>
100		100	100	100	100	100	100

**ON ANOTHER SUBJECT...**

Q.10 Generally, do you approve or disapprove of expanding NATO to include Poland, the Czech Republic, and Hungary?

		Sept
		<u>1997</u>
49	Approve	63
18	Disapprove	18
<u>33</u>	Don't know	<u>19</u>
100		100

Q.11 Now I'd like your views on some people and things in the news. As I read from a list, please tell me which category best describes your overall opinion of who or what I name. (First,) would you say your overall opinion of... (INSERT ITEM; ROTATE) is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? (INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")

**ALWAYS ASK PEOPLE (items e - r) SECOND; ROTATE ITEMS WITHIN GROUPS**

		Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Heard Of	Can't Rate
a.	The Democratic Party	15	43	26	10	*	6=100
	August, 1997	11	41	32	10	0	6=100
	June, 1997	10	51	25	8	*	6=100
	January, 1997	13	47	28	7	*	5=100
	October, 1995	9	40	37	11	-	3=100
	July, 1994	13	49	27	7	*	4=100
	May, 1993	14	43	25	9	0	9=100
	July, 1992	17	44	24	9	*	6=100
b.	The Republican Party	10	40	31	12	*	7=100
	August, 1997	9	38	36	11	*	6=100
	June, 1997	8	43	31	11	1	6=100
	January, 1997	8	44	33	10	*	5=100
	October, 1995	10	42	28	16	*	4=100
	July, 1994	12	51	25	8	*	4=100
	May, 1993	12	42	25	10	0	11=100
	July, 1992	9	37	31	17	*	6=100
c.	The women's movement	16	51	15	9	1	8=100
	July, 1994	20	48	19	9	*	4=100
	November, 1991	19	52	16	6	0	7=100
	June, 1985	19	44	19	11	1	6=100
d.	The news media	9	39	34	16	*	2=100
	September, 1997	7	43	34	14	*	2=100

**Q.11 CONTINUED ...**

		Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Heard Of	Can't Rate
e.	Bill Clinton	22	40	19	16	*	3=100
	November, 1997	19	44	21	14	0	2=100
	September, 1997	18	44	21	14	0	3=100
	August, 1997	16	45	21	17	0	1=100
	April, 1997	17	44	21	16	*	2=100
	January, 1997	17	49	18	14	*	2=100
	October, 1996 <sup>5</sup>	12	45	22	19	0	2=100
	June, 1996	16	45	23	14	*	2=100
	April, 1996	16	41	24	16	0	3=100
	February, 1996	20	35	22	21	0	2=100
	January, 1996	13	43	27	15	0	2=100
	August, 1995	13	36	29	20	0	2=100
	February, 1995	14	41	25	17	0	3=100
	December, 1994	17	34	24	22	0	3=100
	July, 1994	15	43	25	16	*	1=100
	May, 1993	18	42	23	12	0	5=100
	July, 1992	17	42	25	9	0	7=100
	June, 1992	10	36	33	14	1	6=100
	May, 1992	11	42	32	10	*	5=100
	March, 1992	10	43	29	11	1	6=100
	February, 1992	15	44	24	7	2	8=100
	January, 1992	9	28	11	4	27	21=100
	November, 1991	5	25	8	2	39	21=100
f.	Al Gore	17	42	19	11	2	9=100
	November, 1997	12	43	26	12	1	6=100
	September, 1997	11	35	28	15	1	10=100
	August, 1997	15	39	22	15	1	8=100
	April, 1997	12	45	24	12	1	6=100
	January, 1997	18	47	21	8	1	5=100
	July, 1994	18	49	19	7	2	5=100
	August, 1992	22	44	15	5	2	12=100
	July, 1992 <sup>6</sup>	15	32	14	5	6	28=100
	September, 1987	6	23	11	3	23	34=100

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<sup>5</sup> October 1996 trend based on registered voters.

<sup>6</sup> July 1992 trend based on 461 respondents asked on July 9, 1992 only.

**Q.11 CONTINUED ...**

		Very Favor- <u>able</u>	Mostly Favor- <u>able</u>	Mostly Unfavor- <u>able</u>	Very Unfavor- <u>able</u>	Never Heard <u>Of</u>	Can't <u>Rate</u>
g.	Newt Gingrich	6	30	29	20	6	9=100
	November, 1997	6	24	35	24	4	7=100
	August, 1997	6	24	35	27	2	6=100
	April, 1997	5	23	36	28	3	5=100
	January, 1997	4	24	39	26	2	5=100
	August, 1995	9	21	29	25	4	12=100
	February, 1995	12	29	22	15	10	12=100
	December, 1994	7	18	15	13	30	17=100
	July, 1994	2	12	8	4	65	9=100
h.	Hillary Clinton	26	39	17	14	*	4=100
	January, 1997	17	40	23	17	*	3=100
	June, 1996	13	40	26	17	*	4=100
	April, 1996	12	37	27	19	0	5=100
	February, 1996	14	28	27	27	0	4=100
	January, 1996	10	32	28	26	0	4=100
	October, 1995	14	44	24	14	-	4=100
	August, 1995	16	33	25	22	*	4=100
	July, 1994	19	38	22	18	1	2=100
	May, 1993	19	41	18	11	1	10=100
i.	Trent Lott	3	13	11	7	52	14=100
	November, 1997	3	16	14	5	51	11=100
	April, 1997	4	19	13	5	48	11=100
j.	Kenneth Starr	6	16	24	25	19	10=100
	<i>Gallup</i> , January 1998		24		24	29	23=100
k.	Vernon Jordan	8	26	15	6	23	22=100
l.	Monica Lewinsky	3	14	37	30	4	12=100
	<i>Gallup</i> , February, 1998		13		63	4	20=100
	<i>Gallup</i> , January 1998		30		50	1	19=100
m.	Betty Currie	5	16	8	4	53	14=100
n.	Kathleen Willey	3	15	27	18	23	14=100
	<i>Gallup</i> , March 1998		23		29	25	23=100



**Q.11 CONTINUED ...**

		Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Heard Of	Can't Rate
o.	Linda Tripp <i>Time/CNN</i> , March 1998	2	11	26	44	26	11=100 7=100
p.	Bill Gates <i>ABC/WP</i> , January 1998	15	49	13	16	10	17=100 35=100
q.	Anita Hill	10	31	23	9	13	14=100
r.	Paula Jones	3	14	37	28	7	11=100

Q.12 Generally, what's the better situation: that a president's political party also have a controlling majority in Congress, OR is it better that one party controls the White House while the other party controls the Congress...or don't you think it matters too much one way or the other?

		Aug 1997	May 1992
19	President's party also control	18	26
34	One party control each	32	23
40	Doesn't matter	42	40
<u>7</u> 100	Don't know	<u>8</u> 100	<u>11</u> 100

Q.13 Thinking about the Democratic and Republican parties, would you say there is a great deal of difference in what they stand for, a fair amount of difference, or hardly any difference at all?

		June 1997	Oct 1995	July 1994	May 1990	May 1987
28	A great deal	25	34	23	24	25
45	A fair amount	48	46	51	45	45
23	Hardly any	25	18	24	27	25
<u>4</u> 100	DK/Refused	<u>2</u> 100	<u>2</u> 100	<u>2</u> 100	<u>4</u> 100	<u>5</u> 100

Q.14 Now, I'm going to read you some phrases. Please tell me if you think each one better describes the REPUBLICAN Party and its leaders or the DEMOCRATIC Party and its leaders. (First,) which party do you think is better described by the phrase . . . **(INSERT ITEM. ROTATE)?**

	Republican <u>Party</u>	Democratic <u>Party</u>	Both <u>Equally</u>	<u>Neither</u>	Don't <u>Know</u>
a. Can bring about the kinds of changes the country needs	32	45	7	8	8=100
August, 1997	38	40	4	11	7=100
July, 1996	39	46	2	7	6=100
April, 1995	51	34	4	7	4=100
July, 1994	39	42	4	10	5=100
May, 1990	27	31	13	18	11=100
May, 1988	27	43	9	11	10=100
January, 1988	28	37	14	11	10=100
May, 1987	26	36	14	14	10=100
b. Is concerned with the needs of people like me	30	51	4	8	7=100
August, 1997	31	49	3	10	7=100
July, 1996	35	50	2	7	6=100
April, 1995	39	49	2	7	3=100
July, 1994	35	49	4	8	4=100
May, 1990	21	42	12	18	7=100
May, 1988	23	51	8	11	7=100
January, 1988	22	47	11	13	7=100
c. Governs in an honest and ethical way	28	32	7	24	9=100
August, 1997	28	33	5	26	8=100
July, 1996	38	37	2	18	5=100
April, 1995	35	36	4	19	6=100
July, 1994	32	35	6	21	6=100
d. Is concerned with the needs and interests of the disadvantaged	16	64	6	6	8=100
July, 1994	21	65	4	5	5=100
May, 1990	14	56	12	10	8=100
May, 1987	11	61	14	7	7=100
e. Is concerned with the needs and interests of business and other powerful groups	63	20	7	2	8=100
July, 1994	66	23	5	1	5=100
May, 1990	57	15	15	5	8=100
May, 1987	58	15	16	3	8=100
f. Selects good candidates for office	32	33	12	12	11=100
July, 1994	40	36	6	13	5=100
May, 1990	32	22	21	17	8=100
May, 1988	28	30	13	19	10=100
January, 1988	31	24	18	18	9=100
May, 1987	27	26	25	13	9=100

**ON ANOTHER SUBJECT...**

Q.15 How often, if ever, do you YOURSELF use a computer to go online to get information about current events, public issues, or politics? Regularly, sometimes, hardly ever, or never?

16	Regularly
12	Sometimes
13	Hardly ever
59	Never
<u>*</u> 100	Don't know

Q.16 Would you like to see your Representative in Congress be re-elected in the next congressional election, or not?

**BASED ON REGISTERED VOTERS: [N=908]**

		Aug 1997	Early Nov 1996	Oct 1996	Late Sept 1996	Early Sept 1996	Nov 1994	Oct 1994	Early Oct 1994	---Gallup--- Oct 25-28 1990
63	Yes	66	60	62	55	62	58	55	49	62
21	No	22	16	19	17	19	25	30	29	22
1	Congressman is not running (VOL)	0	3	2	2	2	1	2	2	2
<u>15</u> 100	No opinion	<u>12</u> 100	<u>21</u> 100	<u>17</u> 100	<u>26</u> 100	<u>17</u> 100	<u>16</u> 100	<u>13</u> 100	<u>20</u> 100	<u>14</u> 100

Q.17 Regardless of how you feel about your own Representative, would you like to see most members of Congress re-elected in the next congressional election, or not?

**BASED ON REGISTERED VOTERS: [N=908]**

		Aug 1997	Early Sept 1996	Nov 1994	Late Oct 1994	Early Oct 1994
45	Yes	45	43	31	31	28
41	No	42	43	51	56	56
<u>14</u> 100	Don't know/Refused	<u>13</u> 100	<u>14</u> 100	<u>18</u> 100	<u>13</u> 100	<u>16</u> 100

Q.18 Next, please tell me if you think the REPUBLICAN Party or the DEMOCRATIC Party could do a better job in each of the following areas... (First,) which party could do a better job of...(READ AND ROTATE)

		Republican <u>Party</u>	Democratic <u>Party</u>	Both <u>Equally</u>	<u>Neither</u>	Don't <u>Know</u>
<b>FORM 1: [N=603]</b>						
a.	Improving the job situation	30	51	7	5	7=100
	October, 1994	37	42	6	7	8=100
<b>FORM 2: [N=603]</b>						
b.	Keeping the country prosperous	40	40	12	3	5=100
	October, 1994	45	33	5	7	10=100
	October, 1992 <sup>7</sup>	36	45	10	0	9=100
	October, 1990 <sup>8</sup>	37	35	0	0	28=100
<b>ASK ALL:</b>						
c.	Reducing crime	35	34	11	10	10=100
	October, 1994	38	34	7	10	11=100
d.	Reforming the U.S. health care system	25	53	6	8	8=100
	October, 1994	34	41	5	10	10=100
	July, 1994	34	48	2	8	8=100
e.	Making wise decisions about foreign policy	41	33	12	4	10=100
	October, 1994	47	30	7	5	11=100
	July, 1994 <sup>9</sup>	51	31	4	6	8=100
	May, 1990	39	28	NA	17	16=100
f.	Dealing with taxes	39	40	6	7	8=100
	October, 1994	43	34	5	9	9=100
g.	Promoting morality and personal responsibility	43	29	9	11	8=100
	October, 1994	40	35	6	8	11=100
	July 1994	46	34	4	8	8=100
h.	Improving our educational system	29	49	10	5	7=100
	October, 1994	37	46	4	5	8=100
	May, 1990	30	42	NA	14	14=100

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<sup>7</sup> Gallup poll conducted Oct. 23-25, 1992 based on registered voters.

<sup>8</sup> Gallup poll Oct 25-28, 1990.

<sup>9</sup> In July 1994 and May 1990, question was stated as "Making wise decisions about the country's defense policies."

**Q.18 CONTINUED ...**

		Republican <u>Party</u>	Democratic <u>Party</u>	Both <u>Equally</u>	<u>Neither</u>	Don't <u>Know</u>
i.	Protecting the environment	22	56	8	5	9=100
	July, 1994	28	56	4	4	8=100
	May, 1990	24	40	NA	19	17=100
j.	Making America competitive in the world economy	44	34	11	3	8=100
	July, 1994	48	35	4	5	8=100
	May, 1990	41	25	NA	17	17=100
k.	Reforming government	37	35	8	10	10=100
	July, 1994	39	40	3	11	7=100

Q.19 Now, a few questions about the allegations of sexual misconduct against President Clinton... Thinking specifically about these allegations, how important an issue do you think this whole situation is to the nation... of great importance, of some importance, or of very little importance?

		--- CBS News ---			
		Feb <u>1998</u>	Early Feb <u>1998</u>	Jan 26th <u>1998</u>	Jan 24-25 <u>1998</u>
26	Great importance	22	25	39	40
24	Some importance	25	27	28	21
46	Very little importance	50	45	28	35
2	None (VOL)	3	1	2	3
<u>2</u>	DK/Refused	<u>*</u>	<u>2</u>	<u>3</u>	<u>1</u>
100		100	100	100	100
				(N=609)	(N=943)

Q.20 How good a job are news organizations doing at reporting about the allegations against President Clinton — an excellent job, a good job, only a fair job, or a poor job?

		Feb <u>1998</u>	Early Feb <u>1998</u>
13	Excellent	12	10
29	Good	27	36
27	Only fair	31	32
28	Poor	26	19
<u>3</u>	DK/Refused — <b>GO TO Q.15</b>	<u>4</u>	<u>3</u>
100		100	100

Q.21 Why do you think they are doing a (INSERT RESPONSE FROM Q.20) job?

**BASED ON THOSE WHO SAID “EXCELLENT/GOOD” JOB [N=511]**

Early Feb  
1998

Positive Responses

28	Close coverage / following case real close / constant coverage / close attention	13
22	Keeping the public informed / getting information out to public	11
12	Non biased news reporting / hearing both sides / not taking sides / being fair / responsible journalism	11
12	Up-to-date reporting / keeping us up-to-date / on top of story	12
6	“Mixed-some good, some bad”	1
5	Reporting the facts / uncovering the facts	15
4	We need to know this / important / otherwise we would not know	6
3	Are trying hard despite rumors / doing a good job	4
3	Trying to do their job / report news as they see it	7
2	Additional / more information / they dig for information	13
2	They are trying to get to the truth	--
2	Their job to dig / investigate politicians / President	9
1	Makes us think / voice opinions	1
9	All other positive mentions	--

Negative responses

6	Too much coverage / excessive / over-reporting / 24-hours a day	2
4	None of their business / who cares what he does with his personal life / leave his personal life alone	2
4	Tired of story / it's tiresome / they are dwelling on it	--
3	Information is not complete / not in-depth / they are not getting to the truth	--
2	Lack of facts / not verifying facts / reporting without proof / hearsay / rumors / accusations / half truths / unnamed sources	2
2	Too much sensationalism / blow out of proportion / over-emphasizing / overkill / tabloid element	1
2	More concerned with making money / selling newspapers / ratings	--
2	More important topics to cover / not what people really care about	--
1	Biased reporting / using personal opinions / one-sided reporting	1
1	Trying to exploit Bill Clinton / get him out of office / impeach him	1
4	All other negative mentions	--
6	Other	--
2	Don't know/No answer	10

**Q.21 CONTINUED ...**

**BASED ON THOSE WHO SAID “FAIR/POOR” JOB [N=664]**

		Early Feb <u>1998</u>
Negative responses		
24	Too much sensationalism / blow out of proportion / over-emphasizing / overkill / tabloid element	17
20	Lack of facts / not verifying facts / reporting without proof / hearsay / rumors / accusations / half truths / unnamed sources	33
17	Too much coverage / excessive / over-reporting / 24-hours a day	9
14	Biased reporting / using personal opinions / one-sided reporting	15
12	More important topics to cover / not what people really care about	8
12	None of their business / who cares what he does with his personal life / leave his personal life alone	14
9	Tired of story / it's tiresome / they are dwelling on it	3
7	Information is not complete / not in-depth / they are not getting to the truth	--
4	More concerned with making money / selling newspapers / ratings	--
4	It's not relevant to the presidency / nothing to do with his job / he's still able to do his job	--
2	Trying to exploit Bill Clinton / get him out of office / impeach him	6
2	Liberal bias	2
1	Quick to print / broadcast	8
1	Trying to create news / not report on it	5
15	All other negative mentions	--
Positive responses		
1	Reporting the facts / uncovering the facts	--
1	Close coverage / following case real close / constant coverage / close attention	--
2	All other positive mentions	--
8	Other	--
3	Don't know/No answer	6

**ASK FORM 1 ONLY: [N=603]**

Q.22F1 Have these allegations against Bill Clinton reduced your confidence in his leadership abilities, or not?

		Early Feb <u>1998</u>
27	Yes	<u>27</u>
70	No	70
<u>3</u>	DK/Refused	<u>3</u>
100		100

**ASK FORM 2 ONLY: [N=603]**

Q.23F2 Have these allegations against Bill Clinton reduced your respect for him as a person, or not?

		Early Feb <u>1998</u>
43	Yes	35
54	No	61
<u>3</u> 100	DK/Refused	<u>4</u> 100

Q.24 What effect do you think these allegations are having on the federal government's efforts in major areas such as crime, health care reform, and economic policy? Are the allegations disrupting efforts a lot, disrupting efforts a little, or not disrupting efforts?

		March <sup>10</sup> <u>1994</u>	--- <i>Newsweek</i> --- March 11 <u>1994</u>
30	A lot	44	39
35	A little	37	34
32	Not disrupting	10	17
<u>3</u> 100	Don't know	<u>9</u> 100	<u>10</u> 100

**ASK FORM 1 ONLY: [N=603]**

Q.25 If it turns out that President Clinton lied under oath about having a sexual relationship with Monica Lewinsky, do you think that he should be impeached and removed from office, or not?

		Early Feb <u>1998</u>
40	Yes, should be impeached	50
55	No, should not	46
<u>5</u> 100	Don't know	<u>4</u> 100

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<sup>10</sup>

In March 1994, this question was asked about the Whitewater allegations.



**ASK FORM 1 ONLY: [N=603]**

Q.26 If it turns out that President Clinton encouraged Monica Lewinsky to lie under oath about the nature of their relationship, do you think that he should be impeached and removed from office, or not?

		Early Feb <u>1998</u>
48	Yes, should be impeached	48
47	No, should not	47
$\frac{5}{100}$	Don't know	$\frac{5}{100}$

**ASK FORM 2 ONLY: [N=603]**

Q.27 If there was conclusive proof that President Clinton lied under oath about having a sexual relationship with Monica Lewinsky, do you think that he should be impeached and removed from office, or not?

45	Yes, should be impeached
48	No, should not
$\frac{7}{100}$	Don't know

**ASK FORM 2 ONLY: [N=603]**

Q.28 If there was conclusive proof that President Clinton encouraged Monica Lewinsky to lie under oath about the nature of their relationship, do you think that he should be impeached and removed from office, or not?

54	Yes, should be impeached
38	No, should not
$\frac{8}{100}$	Don't know