

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS  
 NOVEMBER 1996 ELECTION WEEKEND SURVEY

-- TOPLINE --

Oct. 31 - Nov. 3, 1996

N = 2,421 Voting Age Population

N = 1,875 Registered Voters

N = 1,211 Likely Voters

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?]**

**ALL NUMBERS IN SURVEY, INCLUDING TREND FIGURES, ARE BASED ON REGISTERED VOTERS**

Q.1 How much thought have you given to next Tuesday's election, quite a lot, or only a little?

												----- Gallup -----			
		Oct	Late	Early	July	June	Oct	Sept	Aug	June	Nov	Oct	Aug	Sept	
		<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1988</u>	<u>1988</u>	<u>1988</u>	<u>1988</u>	
67	Quite a lot	65	61	56	55	50	77	69	72	63	73	69	61	57	
8	Some (VOL)	7	7	3	3	5	5	3	4	6	8	9	10	18	
22	Only a little	26	29	36	41	41	16	26	23	29	17	20	27	23	
3	None (VOL)	1	2	4	1	3	1	1	1	1	2	2	2	2	
<u>*</u> <u>100</u>	DK/Refused	<u>1</u> <u>100</u>	<u>1</u> <u>100</u>	<u>1</u> <u>100</u>	<u>*</u> <u>100</u>	<u>1</u> <u>100</u>	<u>1</u> <u>100</u>	<u>1</u> <u>100</u>	<u>*</u> <u>100</u>	<u>1</u> <u>100</u>	<u>0</u> <u>100</u>	<u>0</u> <u>100</u>	<u>0</u> <u>100</u>	<u>0</u> <u>100</u>	

Q.2 How closely have you been following news about the Presidential election... very closely, fairly closely, not too closely, or not at all closely?

		Early	July	Oct	Sept	August	July	Oct	Aug
		<u>Sept</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1988</u>	<u>1998</u>
34	Very closely	29	25	55	47	36	23	43	39
45	Fairly closely	39	42	36	36	51	48	44	45
15	Not too closely	19	21	7	11	11	24	11	13
6	Not at all closely	13	11	2	6	2	5	2	3
<u>*</u> <u>100</u>	Don't know (VOL)	<u>*</u> <u>100</u>	<u>1</u> <u>100</u>	<u>0</u> <u>100</u>	<u>*</u> <u>100</u>	<u>0</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>

Q.3 Have you ever voted in your precinct or election district?

		<u>Sept 1996</u>	<u>Nov 1994</u>
85	Yes	85	91
15	No	15	9
<u>*</u> 100	Don't know/Refused	<u>*</u> 100	<u>*</u> 100

**RESPONDENTS IN THE 701 AREA CODE (N. DAKOTA) SHOULD BE SKIPPED TO Q.6. DO NOT ASK Q.4 OR Q.5 OF THESE RESPONDENTS.**

Q.4 These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register... Are you NOW registered to vote in your precinct or election district, or haven't you been able to register so far?

**IF RESPONDENT ANSWERED "1" IN Q.4, ASK:**

Q.5 Are you absolutely certain you are registered to vote, or is there a chance your registration has lapsed because you moved or for some other reason?

**BASED ON TOTAL VOTING AGE POPULATION: [N= 2,421]**

76	Yes, registered
69	Absolutely sure
2	Chance
*	Don't know
24	No, not registered
*	No, don't have to register
<u>*</u> 100	Not sure/Don't know

**IF RESPONDENT IS IN SELECTED AREA CODE AND ANSWERED '2' OR '3' IN Q.4, OR '2' OR '9' IN Q.5, ASK:**

Q.5a Next Tuesday, do you plan to register so that you can vote in the election?

**BASED ON TOTAL VOTING AGE POPULATION IN SELECTED AREA CODE:**

48	Yes
28	No
<u>24</u> 100 (N=28)	Don't know/Refused

Q.6 Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs...(READ CHOICES)

		<u>Oct</u> <u>1996</u>	<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Nov</u> <u>1994</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>	<u>May</u> <u>1990</u>	<u>May</u> <u>1988</u>	<u>Jan</u> <u>1988</u>	<u>May</u> <u>1987</u>
52	Most of the time	43	52	49	57	52	51	43	42	42	47
32	Some of the time	37	33	34	30	34	32	36	37	35	35
12	Only now and then	13	11	13	10	10	13	15	15	17	13
4	Hardly at all	6	4	4	3	4	4	6	4	5	4
<u>*</u> <u>100</u>	Don't know	<u>1</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>0</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>2</u> <u>100</u>	<u>1</u> <u>100</u>	<u>1</u> <u>100</u>

Q.7 How often would you say you vote? (READ CHOICES)

		Late											--- Gallup ---					
		<u>Oct</u> <u>1996</u>	<u>Sept</u> <u>1996</u>	<u>June</u> <u>1996</u>	<u>Feb</u> <u>1996</u>	<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Nov</u> <u>1994</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>	<u>June</u> <u>1992</u>	<u>May</u> <u>1992</u>	<u>Nov</u> <u>1991</u>	<u>May</u> <u>1990</u>	<u>Nov</u> <u>1988</u>	<u>Oct</u> <u>1988</u>	<u>May</u> <u>1988</u>	<u>Jan</u> <u>1988</u>
55	Always	52	52	52	42	53	53	58	55	52	60	50	46	42	57	56	43	49
28	Nearly always	30	31	33	41	35	34	28	32	34	29	35	41	42	26	26	41	39
8	Part of the time	9	10	9	11	7	9	8	10	10	7	10	9	11	10	12	11	9
6	Seldom	5	4	4	4	4	4	5	3	4	3	4	4	4	4	4	3	2
1	(VOL) Other	2	1	1	1	*	*	1	*	*	1	*	0	*	2	1	1	*
2	(VOL) Never vote	2	2	1	1	1	*	*	*	*	*	1	*	1	1	1	2	1
<u>*</u> <u>100</u>	Don't know	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>0</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>

Q.7a Do you happen to know where people in your neighborhood go to vote?

		<u>Oct</u> <u>1996</u>	<u>Nov</u> <u>1994</u>	<u>Nov</u> <u>1988</u>	<u>Oct</u> <u>1988</u>
88	Yes -- gives answer	85	93	89	88
<u>12</u> <u>100</u>	No/Don't Know/Refused/No answer	<u>15</u> <u>100</u>	<u>7</u> <u>100</u>	<u>11</u> <u>100</u>	<u>12</u> <u>100</u>

**SPLIT FORM FOR Q.8 & Q.8b: FORM 1, ASK CLINTON, THEN DOLE, THEN PEROT;  
FORM 2, ASK DOLE, THEN CLINTON, THEN PEROT**

Q.8 If the presidential election were being held today, would you vote for the Democratic ticket of Bill Clinton and Al Gore, for the Republican ticket of Bob Dole and Jack Kemp, or for the Reform party ticket of Ross Perot and Pat Choate (INTERVIEWER: CHOATE RHYMES WITH BOAT)? (CODES FOR RESPONSES TO REMAIN THE SAME ON BOTH FORMS)

Q.8a Do you support (INSERT CHOICE FROM Q. 8) strongly or only moderately?

Q.8b As of TODAY, do you lean more to Clinton, the Democrat, more to Dole, the Republican, or more to Perot, the Reform party candidate?

		<u>Oct</u> <u>1996</u>	Late <u>Sept</u> <u>1996</u>	Early <u>Sept</u> <u>1996</u>	<u>July</u> <u>1996</u>	<u>March</u> <u>1996</u>	<u>Sept</u> <u>1995</u>	<u>July</u> <u>1994</u>
51	Clinton/Lean Clinton	51	51	52	44	44	42	39
	26 Strongly	25	26	26	n/a	n/a	n/a	n/a
	24 Only moderately	26	25	26	n/a	n/a	n/a	n/a
	1 Don't know	*	*	0	n/a	n/a	n/a	n/a
32	Dole/Lean Dole	34	35	34	34	35	36	36
	17 Strongly	17	16	17	n/a	n/a	n/a	n/a
	15 Only moderately	16	18	17	n/a	n/a	n/a	n/a
	* Don't know	1	1	*	n/a	n/a	n/a	n/a
9	Perot/Lean Perot	8	7	8	16	16	19	20
	4 Strongly	3	3	3	n/a	n/a	n/a	n/a
	5 Only moderately	5	4	5	n/a	n/a	n/a	n/a
	* Don't know	*	*	*	n/a	n/a	n/a	n/a
<u>8</u> 100	Undecided/Other Candidate (VOL)	<u>7</u> 100	<u>7</u> 100	<u>6</u> 100	<u>6</u> 100	<u>5</u> 100	<u>3</u> 100	<u>5</u> 100

**SPLIT FORM FOR Q.9 & Q.9a: FORM 1, ASK REPUBLICAN FIRST; FORM 2, ASK DEMOCRAT FIRST**

Q.9 If the 1996 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? (CODES FOR RESPONSES TO REMAIN THE SAME ON BOTH FORMS)

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

Q.9a As of TODAY, do you LEAN more to the Republican or the Democrat?

**IF RESPONDENT ANSWERED "1" OR "2" IN Q.9, ASK:**

Q.9b Do you support the (INSERT PARTY SELECTED IN Q.9 -- REPUBLICAN OR DEMOCRATIC) candidate strongly or only moderately?

		Late				Early				Early					
		Oct	Sept	Sept	July	June	March	Jan	Oct	Aug	Nov	Oct	Oct	Sept	July
		1996	1996	1996	1996	1996	1996	1996	1995	1995	1994	1994	1994	1994	1994
41	Rep/Lean Rep	42	43	43	46	44	44	46	48	50	45	47	52	48	45
	18 Strongly	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	19	n/a	n/a	n/a	n/a
	23 Moderately	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	26	n/a	n/a	n/a	n/a
	* DK/Refused	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
48	Dem/Lean Dem	49	49	51	47	50	49	47	48	43	43	44	40	46	47
	22 Strongly	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	17	n/a	n/a	n/a	n/a
	25 Moderately	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	26	n/a	n/a	n/a	n/a
	1 DK/Refused	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
	Other/														
<u>11</u>	Undecided (VOL)	<u>9</u>	<u>8</u>	<u>6</u>	<u>7</u>	<u>6</u>	<u>7</u>	<u>7</u>	<u>4</u>	<u>7</u>	<u>12</u>	<u>9</u>	<u>8</u>	<u>6</u>	<u>8</u>
100		100	100	100	100	100	100	100	100	100	100	100	100	100	100

[NOTE SPECIAL INSTRUCTION: NON-REGISTERED VOTERS ('2' IN Q.4 AND NOT IN SELECTED AREA CODE, OR '9' IN Q.4, OR '2' OR '9' IN Q.5, OR '2' OR '9' IN Q.5a) SHOULD NOW SKIP TO D.1]

**IF RESPONDENT CHOSE CLINTON, DOLE OR PEROT IN Q.8 OR Q.8b ASK:**

**NOW THINKING ABOUT THE PRESIDENTIAL ELECTION AGAIN...**

Q.10 Would you say that your choice is more a vote for (INSERT CHOICE FROM Q.8 OR Q.8b-- CLINTON, DOLE, PEROT) OR more a vote against (INSERT NAMES OF OTHER TWO PRESIDENTIAL CANDIDATES)?

		Oct	Early	Sept
		1996	1996	1996
<u>Direction Of Support</u>				
51	Clinton	51	52	
	33 Pro-Clinton	33	35	
	15 Anti-Others	16	15	
	3 Undecided	2	2	
32	Dole	34	34	
	15 Pro-Dole	15	16	
	15 Anti-Others	18	17	
	2 Undecided	1	1	
9	Perot	8	8	
	4 Pro-Perot	4	3	
	5 Anti-Others	4	5	
	* Undecided	*	0	
<u>8</u>	Don't know/Refused	<u>7</u>	<u>6</u>	
100		100	100	

**IF RESPONDENT ANSWERED '8' OTHER OR '9' UNDECIDED IN Q.8b, THEN READ: "NOW THINKING ABOUT THE PRESIDENTIAL ELECTION AGAIN..."**

**IF RESPONDENT DID NOT CHOOSE CLINTON IN Q. 8 OR Q.8b ASK:**

Q.11 Do you think there is a chance that you might vote for Bill Clinton next Tuesday or have you definitely decided not to vote for him?

		<u>Oct</u> <u>1996</u>	Late Sept <u>1996</u>	Early Sept <u>1996</u>	July <u>1996</u>	Sept <u>1992</u>	July <u>1992</u>	May <u>1992</u>
6	Chance might vote for him	10	11	10	8	13	14	11
37	Decided not to vote for him	35	35	34	36	28	26	37
$\frac{6}{49}$	Don't know/Refused	$\frac{4}{49}$	$\frac{3}{49}$	$\frac{4}{48}$	$\frac{4}{48}$	$\frac{6}{47}$	$\frac{3}{43}$	$\frac{7}{55}$

**IF RESPONDENT DID NOT CHOOSE DOLE IN Q. 8 OR Q.8b ASK:**

Q.12 Do you think there is a chance that you might vote for Bob Dole next Tuesday or have you definitely decided not to vote for him?

		<u>Oct</u> <u>1996</u>	Late Sept <u>1996</u>	Early Sept <u>1996</u>	July <u>1996</u>	----- <b>Bush</b> ----- Sept <u>1992</u>	July <u>1992</u>	May <u>1992</u>
8	Chance might vote for him	11	16	14	15	12	15	7
54	Decided not to vote for him	51	44	47	40	44	45	40
$\frac{6}{68}$	Don't know/Refused	$\frac{4}{66}$	$\frac{5}{65}$	$\frac{5}{66}$	$\frac{3}{58}$	$\frac{6}{62}$	$\frac{4}{64}$	$\frac{6}{53}$

**IF RESPONDENT DID NOT CHOOSE PEROT IN Q. 8 OR Q.8b ASK:**

Q.13 Do you think there is a chance that you might vote for Ross Perot next Tuesday or have you definitely decided not to vote for him?

		<u>Oct</u> <u>1996</u>	Late Sept <u>1996</u>	Early Sept <u>1996</u>
7	Chance might vote for him	11	12	11
79	Decided not to vote for him	77	77	78
$\frac{5}{91}$	Don't know/Refused	$\frac{4}{92}$	$\frac{4}{93}$	$\frac{3}{92}$

**ASK ALL:**

Q.14 Do you, yourself, plan to vote in the election this Tuesday, or not?

		<u>Oct</u>	<u>Late</u>	<u>Early</u>	<u>July</u>	<u>June</u>	<u>Oct</u>	<u>Sept</u>	<u>Aug</u>	<u>June</u>	<i>--- Gallup ---</i>	
		<u>1996</u>	<u>Sept</u>	<u>Sept</u>	<u>1996</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>Nov</u>	<u>Oct</u>
											<u>1998</u>	<u>1988</u>
96	Yes	98	98	96	95	96	98	98	97	97	97	98
2	No	1	1	2	3	2	1	1	1	1	2	1
$\frac{2}{100}$	Don't know/Refused	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{2}{100}$	$\frac{2}{100}$	$\frac{2}{100}$	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{2}{100}$	$\frac{2}{100}$	$\frac{1}{100}$	$\frac{1}{100}$

Q.15 Next, I'd like you to rate your chances of voting in Tuesday's election on a scale of 10 to 1. If 10 represents a person who definitely will vote and '1' represents a person who definitely will not vote, where on this scale of 10 to 1 would you place yourself?

		<u>Oct</u>	<u>Late Sept</u>	<i>----- Gallup -----</i>		
		<u>1996</u>	<u>1996</u>	<u>Sept 1992</u>	<u>Nov 1988</u>	<u>Oct 1988</u>
77	10 -- Definitely will vote	77	78	77	77	73
7	9	9	10	5	7	8
7	8	7	6	4	6	7
2	7	2	2	3	2	3
1	6	2	1	2	1	2
2	5	2	1	4	3	3
*	4	*	*	*	*	1
1	3	*	*	1	*	*
*	2	*	*	*	*	*
2	1 -- Definitely will not vote	1	1	4	2	1
$\frac{1}{100}$	Don't know	$\frac{*}{100}$	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{2}{100}$	$\frac{2}{100}$

**ASK Q.16 OF FORM 1 ONLY: [N=930] THINKING AGAIN ABOUT THE CONGRESSIONAL ELECTION ...**

Q.16 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:)** Well, which is most important?

		Oct 1996	Late Sept 1996	Early Sept 1996	Nov 1994	Oct 1994	Early Oct 1994	---CBS/NYT--- Oct 24-28 1986	Sept 28-Oct 1 1986
23	National issues	19	25	18	22	22	22	22	20
38	State/Local issues	45	38	42	38	38	27	25	23
6	Candidate's Political party	7	6	6	5	3	5	6	9
25	Candidate's Character/Experience	26	24	30	30	29	39	40	41
2	Other (VOL)	1	2	1	1	3	2	1	3
*	None (VOL)	1	*	*	*	1	1	1	*
<u>6</u> 100	Don't know/Refused	<u>1</u> 100	<u>5</u> 100	<u>3</u> 100	<u>4</u> 100	<u>4</u> 100	<u>4</u> 100	<u>5</u> 100	<u>4</u> 100

**ASK Q.17 OF FORM 2 ONLY: [N=945] THINKING AGAIN ABOUT THE CONGRESSIONAL ELECTION ...**

Q.17 Would you like to see your Representative in Congress be re-elected on Tuesday, or not?

		Oct 1996	Late Sept 1996	Early Sept 1996	Nov 1994	Oct 1994	Early Oct 1994	---Gallup--- Oct 25-28 1990
60	Yes	62	55	62	58	55	49	62
16	No	19	17	19	25	30	29	22
3	Congressman is not running (VOL)	2	2	2	1	2	2	2
<u>21</u> 100	No opinion	<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

**ASK ALL:**

**THINKING ABOUT THE PRESIDENTIAL ELECTION AGAIN ...**

Q.17a In your opinion, is the outcome of this Presidential election especially important, or is it no more important than any other Presidential election?

61	Especially important
38	No more important than others
<u>1</u> 100	Don't know/Refused



**IF RESPONDENT ANSWERED '9' IN Q.8b, ASK:**

**ONE LAST QUESTION ABOUT YOUR OPINION OF THE CANDIDATES...**

Q.18 I have been asked to try to get a choice for President from everyone I interview. Even though you may not have made up your mind, could you make a guess so I will have something to put down? The candidates are Clinton and Gore, the Democrats, Dole and Kemp, the Republicans, or Perot and Choate, the Reform party candidates.

2	Clinton/Gore
1	Dole/Kemp
*	Perot/Choate
*	Not going to vote (VOL)
4	Undecided/Other
$\frac{93}{100}$	Question not asked

**ON A SLIGHTLY DIFFERENT SUBJECT...**

Q.19 How closely did you follow the Presidential debates in October? Did you follow them very closely, fairly closely, not too closely, or not at all closely?

25	Very closely
40	Fairly closely
21	Not too closely
14	Not at all closely
$\frac{*}{100}$	Don't know/Refused

Q.20 How closely have you been following news about charges of improper campaign contributions to the Democrats by Indonesian business interests? Have you been following this very closely, fairly closely, not too closely, or not at all closely?

23	Very closely
33	Fairly closely
27	Not too closely
16	Not at all closely
$\frac{1}{100}$	Don't know/Refused

**IF RESPONDENT ANSWERED '1', '2' OR '3' IN Q.20, AND RESPONDENT ANSWERED '1' CLINTON IN Q.8, Q.8b, OR Q.18, OR '1' IN Q.11, THEN ASK:**

Q.21 Have these charges raised serious doubts in your mind about voting for Bill Clinton, or is this not a serious consideration for you?

5 Raised serious doubts

39 Not a serious consideration

2 Don't know/Refused

54  
100 Question not asked