

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS**  
**SEPTEMBER 1996 NEWS INTEREST INDEX**  
**-- FINAL TOPLINE --**  
**September 5-8, 1996**  
**N=1,508**

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 Generally, how would you say things are these days in your life -- would you say that you are very happy, pretty happy or not too happy?<sup>1</sup>

		<u>Sept 1992</u>
34	Very happy	17
53	Pretty happy	48
11	Not too happy	34
<u>2</u> 100	Don't know/Refused	<u>1</u> 100

**ON ANOTHER SUBJECT . . .**

Q.2 As I read a list of stories covered by news organizations this past month, 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. The Presidential election campaign <sup>2</sup>	24	36	23	17	*=100
July, 1996	22	40	23	14	1=100
October, 1992	55	36	7	2	0=100
September, 1992	42	37	13	8	*=100
August, 1992	36	51	11	2	0=100
July, 1992	20	45	26	9	*=100
October, 1988	43	44	11	2	*=100
August, 1988	39	45	13	3	*=100

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<sup>1</sup> In September 1992 question was asked as "Taken all together, how would you say things are these days -- would you say that you are very happy, pretty happy or not too happy?"

<sup>2</sup> The October 1992, August 1992, October 1988, and August 1988 figures are based on registered voters.

**Q.2 con't ...**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK (VOL)</u>
b. The summer Olympic Games in Atlanta	32	34	20	14	*=100
July, 1996	45	30	13	11	1=100
c. NASA's discovery of possible life on Mars	8	19	31	41	1=100

**Q.3 How much thought have you given to the coming Presidential election ... quite a lot or only a little?**

		<u>July 1996</u>	<u>June 1996</u>	<u>Oct<sup>3</sup> 1992</u>	<u>Sept 1992</u>	<u>Aug 1992</u>	<u>June 1992</u>	<i>---Gallup---</i>	
								<u>Aug 1988</u>	<u>Sept 1988</u>
48	Quite a lot	47	43	77	63	72	55	61	57
3	Some (VOL)	2	5	5	3	4	6	10	18
43	Only a little	49	47	16	31	23	36	27	23
6	None (VOL)	2	4	1	2	1	2	2	2
<u>*</u> <u>100</u>	Don't know/Refused	<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>

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<sup>3</sup> The October 1992 and August 1992 figures are based on registered voters.

Q.4 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 headed by Ross Perot?

Q.4a As of TODAY, do you lean more to Clinton and Gore, the Democrats; more to Dole and Kemp, the Republicans; or more to Perot, the Reform party candidate?

**IF RESPONDENT NAMED A CANDIDATE IN Q.4, ASK:  
NOW WITH REGARD TO THE PRESIDENTIAL ELECTION AGAIN. . .**

Q.6 Do you support (INSERT CHOICE FROM Q. 4) strongly or only moderately?

		<u>July</u> <u>1996</u>	<u>March</u> <u>1996</u>	<u>Sept</u> <u>1995</u>	<u>July</u> <u>1994</u>
<b>BASED ON REGISTERED VOTERS: (N=1141)</b>					
52	Clinton/Lean Clinton	44	44	42	39
26	Strongly	n/a	n/a	n/a	n/a
26	Only moderately	n/a	n/a	n/a	n/a
0	Don't know	n/a	n/a	n/a	n/a
34	Dole/Lean Dole	34	35	36	36
17	Strongly	n/a	n/a	n/a	n/a
17	Only moderately	n/a	n/a	n/a	n/a
*	Don't know	n/a	n/a	n/a	n/a
8	Perot/Lean Perot	16	16	19	20
3	Strongly	n/a	n/a	n/a	n/a
5	Only moderately	n/a	n/a	n/a	n/a
*	Don't know	n/a	n/a	n/a	n/a
<u>6</u>	Undecided/Other Candidate (VOL)	<u>6</u>	<u>5</u>	<u>3</u>	<u>5</u>
100		100	100	100	100

**ASK ALL:**

Q.5 Suppose 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?

Q.5a As of TODAY, do you LEAN more to the Republican or the Democrat?

		<u>July</u> <u>1996</u>	<u>June</u> <u>1996</u>	<u>March</u> <u>1996</u>	<u>Jan</u> <u>1996</u>	<u>Oct</u> <u>1995</u>	<u>Aug</u> <u>1995</u>	<u>Nov</u> <u>1994</u>	<u>Oct</u> <u>1994</u>	<u>Oct</u> <u>1994</u>	<u>Sept</u> <u>1994</u>	<u>July</u> <u>1994</u>
<b>BASED ON REGISTERED VOTERS: (N=1141)</b>												
43	Republican/Lean Republican	46	44	44	46	48	50	45	47	52	48	45
51	Democrat/Lean Democrat	47	50	49	47	48	43	43	44	40	46	47
<u>6</u>	Other candidate/Undecided (VOL)	<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

**IF RESPONDENT NAMED A CANDIDATE IN Q.4 OR Q.4A, ASK:  
(IF RESPONDENT WAS SKIPPED OUT OF Q.6, READ: "NOW WITH REGARD TO THE PRESIDENTIAL ELECTION AGAIN")**

Q.7 Would you say that your choice is more a vote for (INSERT CHOICE FROM Q.4 OR Q.4a) OR more a vote against (INSERT NAMES OF OTHER TWO PRESIDENTIAL CANDIDATES)

**BASED ON REGISTERED VOTERS: (N=1141)**

Direction of Support

52	Clinton
35	Pro-Clinton
15	Anti-other candidates
2	Undecided
34	Dole
16	Pro-Dole
17	Anti-others candidates
1	Undecided
8	Perot
3	Pro-Perot
5	Anti-other candidates
0	Undecided
<u>6</u>	Don't know/Refused
100	

**IF RESPONDENT NAMED A CANDIDATE IN Q.4 OR Q.4A, ASK:**

Q.8 What do you like most about (NAME OF CANDIDATE): his personality, his leadership ability, his experience, or his stand on issues?<sup>4</sup>

**BASED ON REGISTERED VOTERS:**

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on issue</u>	<u>DK</u>
Bill Clinton	14	24	6	49	7=100
October, 1992	11	13	4	68	4=100
Bob Dole	3	25	33	35	4=100
Ross Perot	8	17	13	54	8=100
October, 1992	12	25	9	53	1=100

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<sup>4</sup> The results from 1992 are based on respondents who said their vote was "Pro-Candidate." Please note in 1992 the first item was "Personality & Character."

**IF RESPONDENT DID NOT CHOOSE CLINTON IN Q. 4 OR Q. 4a ASK:**

Q.9 Do you think there is a chance that you might vote for Bill Clinton in November or have you definitely decided not to vote for him?

		<u>July</u> <u>1996</u>	<u>Sept</u> <u>1992</u>	<u>July</u> <u>1992</u>	<u>May</u> <u>1992</u>
<b>BASED ON REGISTERED VOTERS:</b>					
10	Chance might vote for him	8	12	14	11
34	Decided not to vote for him	36	28	26	37
<u>4</u> 48	Don't know/Refused	<u>4</u> 48	<u>6</u> 46	<u>3</u> 43	<u>7</u> 55

**IF RESPONDENT DID NOT CHOOSE DOLE IN Q. 4 OR Q.4a ASK:**

Q.10 Do you think there is a chance that you might vote for Bob Dole in November or have you definitely decided not to vote for him?

		<u>July</u> <u>1996</u>	<u>Sept</u> <u>1992</u>	<u>July</u> <u>1992</u>	<u>May</u> <u>1992</u>
<b>BASED ON REGISTERED VOTERS:</b>					
14	Chance might vote for him	15	12	15	7
47	Decided not to vote for him	40	44	45	40
<u>5</u> 66	Don't know/Refused	<u>3</u> 58	<u>6</u> 62	<u>4</u> 64	<u>6</u> 53

----Bush----

**IF RESPONDENT DID NOT CHOOSE PEROT IN Q. 4 OR Q.4a ASK:**

Q.11 Do you think there is a chance that you might vote for Ross Perot in November or have you definitely decided not to vote for him?

<b>BASED ON REGISTERED VOTERS:</b>	
11	Chance might vote for him
78	Decided not to vote for him
<u>3</u> 92	Don't know/Refused

**NOW A DIFFERENT KIND OF QUESTION...**

Q.12 As I mention a person's name, tell me what one word best describes your impression of that person. Tell me just the one best word that describes him or her. **(PROBE ONCE IF RESPONDENT ANSWERS "DON'T KNOW". ACCEPT UP TO TWO RESPONSES, BUT DO NOT PROBE FOR SECOND RESPONSE.)**

**ASK ITEM A. OF FORM 1 ONLY:**

a.F1 Al Gore

**ASK ITEM B. OF FORM 2 ONLY:**

b.F2 Jack Kemp

**FOR RESULTS, SEE PAGE 6**

Q.13 What one issue would you most like to hear presidential candidates talk about? **(OPEN-ENDED: ACCEPT UP TO THREE MENTIONS)**

		<u>Oct 1995</u>	<u>Oct 1991</u>
16	Cutting taxes/Taxes	8	6
14	Health care reform/Health care in general	20	8
13	The economy	14	43
12	Welfare reform	8	-
11	Education/Education reform	6	11
10	Balancing the budget/Budget deficit/National debt	14	8
8	The job situation/Unemployment/Protecting US jobs	6	15
6	Crime/Drugs	9	5
5	The moral crisis in this country	8	-
4	Abortion	-	-
4	Foreign Policy	5	-
3	Reforming/Cleaning up the political system/Term limits/ Campaign finance reform	4	-
*	Race relations	2	-
16	Other ( <b>SPECIFY</b> )	10	27
6	Don't know/Refused	6	13
2	None	3	

**ASK Q. 14 OF FORM 1 ONLY: (N=758)**

Q.14F1 Regardless of who you support, which one of the Presidential candidates -- Bill Clinton or Bob Dole-- do you think would do the best job of **(INSERT ITEM. IF RESPONDENT MENTIONS ANYONE OTHER THAN DOLE OR CLINTON, PROBE ONCE: "IF YOU HAD TO CHOOSE BETWEEN CLINTON AND DOLE. . . ." ROTATE) ?**

		<u>Bill Clinton</u>	<u>Bob Dole</u>	<u>(VOL) Neither</u>	<u>DK/ Refused</u>
a.F1	Improving economic conditions	49	35	8	8=100
	July, 1996	45	38	8	9=100
b.F1	Making wise decisions about foreign policy	44	39	7	10=100
	July, 1996	42	42	5	11=100
c.F1	Representing your views about abortion	46	28	8	18=100
	July, 1996	46	33	7	14=100
<b>(NO ITEM D.)</b>					
e.F1	Improving education	57	29	5	9=100
	July, 1996	55	28	6	11=100
f.F1	Reducing the budget deficit	41	38	11	10=100
	July, 1996	39	40	11	10=100
g.F1	Cutting taxes	34	42	14	10=100
	July, 1996	35	42	12	11=100
h.F1	Dealing with the drug problem	44	32	12	12=100
i.F1	Protecting and strengthening families	50	36	7	7=100

**ASK Q.15 OF FORM 2 ONLY: (N=750)**

Q.15F2 As I read a list of phrases tell me if you think this phrase better describes Bill Clinton or if it better describes Bob Dole. **(READ AND ROTATE)**

		<u>Bill Clinton</u>	<u>Bob Dole</u>	<b>(VOL)</b> <u>Both</u>	<b>(VOL)</b> <u>Neither</u>	<u>Don't Know</u>
a.F2	Would use good judgment in a crisis	51	34	6	3	6=100
	July, 1996	47	35	9	2	7=100
	March, 1996	47	38	4	4	7=100
b.F2	Personally likable	67	20	5	5	3=100
	July, 1996	64	20	7	4	5=100
	March, 1996	67	22	4	4	3=100
<b>NO ITEMS c. OR d.</b>						
e.F2	Honest and truthful	30	37	4	21	8=100
	July, 1996	25	40	4	22	9=100
	March, 1996	34	39	2	19	6=100
f.F2	Has new ideas	52	27	4	10	7=100
	July, 1996	49	28	5	11	7=100
	March, 1996	49	34	2	10	5=100
g.F2	Cares about people like me	51	29	4	10	6=100
	July, 1996	48	30	5	13	4=100
	March, 1996	54	28	2	12	4=100
h.F2	Keeps his promises	35	30	1	24	10=100
	July, 1996	29	35	3	23	10=100
	March, 1996	32	35	1	23	9=100
i.F2	Shares my values	46	36	3	10	5=100
	July, 1996	45	36	2	11	6=100
	March, 1996	47	37	2	9	5=100
j.F2	Connects well with ordinary Americans	68	21	3	4	4=100
	July, 1996	63	22	4	6	5=100
k.F2	A strong leader	47	38	4	6	5=100



**ASK ALL:**

Q.16 Do you yourself plan to vote in the election this November?

**IF RESPONDENT ANSWERS "1" YES IN Q.16, ASK:**

Q.16a How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

		<b>--Based on Registered Voters--</b>					
		July	June	Oct	Sept	Aug	June
		<u>1996</u>	<u>1996</u>	<u>1992<sup>5</sup></u>	<u>1992</u>	<u>1992</u>	<u>1992</u>
87	Yes		89	88	98	98	97
89							
	70 Absolutely certain	69	71	91	85	89	75
	14 Fairly certain	18	15	6	11	8	12
	3 Not certain	2	2	1	2	*	2
9	No	8	8	1	1	1	7
<u>4</u>	Don't know/Refused	<u>3</u>	<u>4</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>4</u>
100		100	100	100	100	100	100

**ASK Q.17 OF FORM 1 ONLY: (N=565)**

**NOW THINKING ABOUT YOUR VOTE FOR CONGRESS THIS FALL. . .**

Q.17F1 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?

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

<sup>5</sup> The October 1992, September 1992, and August 1992 figures are based on registered voters.

**ASK Q.18 OF FORM 1 ONLY: (N=565)**

Q.18F1 Do you think your vote for Congress this fall will be a vote for Bill Clinton, a vote against Bill Clinton, or won't Bill Clinton be much of a factor in your vote for Congress?

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

**ASK Q.19 OF FORM 1 ONLY: (N=565)**

Q.19F1 Do you think your vote for Congress this fall will be a vote for Newt Gingrich and the other Republican leaders of Congress, a vote against Newt Gingrich and the Republican leaders, or won't the Republican leadership of Congress be a factor in your vote?

**BASED ON REGISTERED VOTERS:**

21	For
36	Against
36	Not a factor
<u>7</u>	Don't know/Refused
100	

**ASK Q.20 OF FORM 2 ONLY: (N=576)**

**NOW THINKING ABOUT YOUR VOTE FOR CONGRESS THIS FALL.**

Q.20F2 Would you like to see your Representative in Congress be re-elected in November, or not?

		Nov	Oct	Early Oct	---Gallup---
		<u>1994</u>	<u>1994</u>	<u>1994</u>	Oct 25-28
		<u>1994</u>	<u>1994</u>	<u>1994</u>	<u>1990</u>
<b>BASED ON REGISTERED VOTERS:</b>					
62	Yes		58	55	49
62					
19	No	25	30	29	22
2	Congressman is not running (VOL)	1	2	2	2
<u>17</u>	No opinion	<u>16</u>	<u>13</u>	<u>20</u>	<u>14</u>
100		100	100	100	100

**ASK Q.21 OF FORM 2 ONLY: (N=576)**

Q.21F2 Regardless of how you feel about your own Representative, would you like to see most Members of Congress re-elected in November or not?

		Nov <u>1994</u>	Oct <u>1994</u>	Early Oct <u>1994</u>	
<b>BASED ON REGISTERED VOTERS:</b>					
43	Yes		31	31	28
43	No	58	56	56	
<u>14</u> 100	Don't know/Refused	<u>18</u> 100	<u>13</u> 100	<u>16</u> 100	

**ASK Q.22 OF FORM 2 ONLY: (N=576)**

Q.22F2 If Bill Clinton is re-elected President in November, would it be better for the Republicans to control Congress or the Democrats to control Congress?

**BASED ON REGISTERED VOTERS:**

46	Republicans
44	Democrats
<u>10</u> 100	Don't know/Refused

**RETURNING TO THE PRESIDENTIAL CANDIDATES...**

**ASK ALL:**

Q.23a,  
23b,  
23c

If "6" represents someone who is very liberal in politics and "1" represents someone who is very conservative, where on this scale of 6 to 1 would you rate each of the presidential candidates and yourself? First, where would you place Bill Clinton? Where would you place Bob Dole? Where would you place yourself?

		---Conservative---			---Liberal---			DK
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	
a.	Bill Clinton	6	4	18	25	19	23	5=100
b.	Bob Dole	20	25	21	10	8	7	9=100
c.	Self	16	9	29	17	13	10	6=100
	Self 1988	13	14	27	19	11	10	6=100
	<i>Newsweek</i> : Self 1984	15	9	29	18	11	12	6=100

**ROTATE QUESTIONS 24 AND 25.**

Q.24 What grade would you give Bill Clinton as to how good a job he is doing in convincing you to vote for him?  
Would you grade his election campaign: A, B, C, D, or F?

		<u>July</u> <u>1996</u>	<u>Sept</u> <u>1992</u> <sup>6</sup>
18	A	9	21
32	B	30	37
25	C	30	24
7	D	12	7
15	F	17	7
$\frac{3}{100}$	Don't know/Refused	$\frac{2}{100}$	$\frac{4}{100}$
			(N=1175)

Q.25 What grade would you give Bob Dole as to how good a job he is doing in convincing you to vote for him?  
Would you grade his election campaign: A, B, C, D, or F?

		<u>July</u> <u>1996</u>
8	A	3
20	B	20
33	C	35
16	D	19
19	F	19
$\frac{4}{100}$	Don't know/Refused	$\frac{4}{100}$

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<sup>6</sup> Based on registered voters.

Q.26 I'd like to ask you a few more questions about presidential election campaign news stories. How closely have you followed news about . . . **(READ RESPONSE CATEGORIES AFTER EACH ITEM. ROTATE)**

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK (VOL)</u>
<b>BASED ON REGISTERED VOTERS:</b>						
<b>ASK ITEMS a. - e. OF FORM 1 ONLY: (N=565)</b>						
a.F1	Republican criticisms of Hillary Clinton September, 1992	19 13	26 27	30 35	24 23	1=100 2=100
b.F1	The debate about which political party best represents American family values September, 1992	23 23	37 43	23 21	16 11	1=100 2=100
c.F1	Jack Kemp's change of position on affirmative action and immigration issues	11	22	33	31	3=100
d.F1	Bob Dole's plan to cut federal income taxes by 15%	22	37	25	16	*=100
e.F1	The Administration's efforts to regulate tobacco sales to children	37	35	19	9	*=100
<b>ASK ITEMS f.. - j. OF FORM 2 ONLY: (N=576)</b>						
f.F2	Bill Clinton's tax breaks for some home sales and education expenses	20	37	31	12	*=100
g.F2	Bob Dole's criticisms of Bill Clinton's efforts to combat drug use	15	34	32	18	1=100
h.F2	The resignation of Clinton advisor Dick Morris over charges of sexual misconduct	17	29	33	21	*=100
i.F2	Clinton's signing of the welfare reform bill	31	43	20	6	*=100
j.F2	Democratic criticisms of Newt Gingrich	16	27	35	21	1=100

**ASK Q.27 OF FORM 1 ONLY: (N=311)**  
**IF RESPONDENT ANSWERED '1' VERY CLOSELY OR '2' FAIRLY CLOSELY TO ITEM a. IN Q.26, ASK:**  
 Q.27F1 Do you mostly agree or mostly disagree with Republican criticisms of Hillary Clinton?

		Sept <u>1992</u> <sup>7</sup>
36	Mostly agree	15
58	Mostly disagree	73
<u>6</u> 100	Don't know/refused	<u>12</u> 100 (234)

**ASK Q.28 OF FORM 2 ONLY: (N=298)**  
**IF RESPONDENT ANSWERED '1' VERY CLOSELY OR '2' FAIRLY CLOSELY TO ITEM j. IN Q.26, ASK:**  
 Q.28F2 Do you mostly agree or mostly disagree with Democratic criticisms of Newt Gingrich?

52	Mostly agree
40	Mostly disagree
<u>8</u> 100	Don't know/refused

**ASK ALL:**

Q.29 Regardless of who you support, who do you think will be elected President in November, Bill Clinton, Bob Dole, or Ross Perot?

		July <u>1996</u>
76	Bill Clinton	71
14	Bob Dole	19
2	Ross Perot	2
<u>8</u> 100	Don't know/Refused	<u>8</u> 100

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<sup>7</sup> Based on registered voters.

**NOW ON A SLIGHTLY DIFFERENT SUBJECT .**

Q.30 All in all, how would you rate the job the press has done in covering the Presidential campaign so far; excellent, good, only fair, or poor?

		<u>July</u> <u>1996</u>	<u>Feb</u> <u>1996</u>	<u>Sept</u> <u>1992</u>	<u>May</u> <u>1992</u>	<u>March</u> <u>1992</u>	<u>Feb</u> <u>1992</u>
13	Excellent	7	16	12	10	12	11
44	Good	35	45	45	44	51	45
29	Only fair	42	25	27	33	28	32
11	Poor	14	10	11	10	6	7
<u>3</u> 100	Don't know/Refused	<u>2</u> 100	<u>4</u> 100	<u>5</u> 100	<u>3</u> 100	<u>3</u> 100	<u>5</u> 100

**NO QUESTION 32**

Q.33 How much influence do you think news organizations have on which candidate becomes the President: too much, too little or about the right amount?

		<u>Sept</u> <u>1992</u>	<u>Feb</u> <u>1992</u>	<u>Oct</u> <u>1988</u>
<b>BASED ON REGISTERED VOTERS: (N=1141)</b>				
64	Too much	54	59	58
4	Too little	4	6	3
30	About the right amount	37	32	36
<u>2</u> 100	Don't know/Refused	<u>5</u> 100	<u>3</u> 100	<u>3</u> 100

**ASK Q.34 OF FORM 1 ONLY: (N=565)**

Q.34F1 Would you say the press has been fair or unfair in the way it has covered Bill Clinton's election campaign?

		<u>July</u> <u>1996</u>	<u>Sept</u> <u>1992</u>	<u>March</u> <u>1992</u>
<b>BASED ON REGISTERED VOTERS:</b>				
67	Fair	73	74	70
24	Unfair	19	21	22
<u>9</u> 100	Don't know/Refused	<u>8</u> 100	<u>5</u> 100	<u>8</u> 100

**ASK Q.35 OF FORM 1 ONLY: (N=565)**

Q.35F1 Would you say the press has been fair or unfair in the way it has covered Bob Dole's election campaign?

		<u>July</u> <u>1996</u>
<b>BASED ON REGISTERED VOTERS:</b>		
65	Fair	67
25	Unfair	24
<u>10</u> 100	Don't know/Refused	<u>9</u> 100

**ASK Q.36 OF FORM 2 ONLY: (N=576)**

Q.36F2 Who do you think most newspaper reporters and TV journalists want to see win the Presidential election -- Bill Clinton, Bob Dole or Ross Perot?

<b>BASED ON REGISTERED VOTERS:</b>	
59	Clinton
17	Dole
1	Perot
2	None (VOL)
<u>21</u> 100	Don't know/Refused



**ASK ALL:**

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

Q.37 How closely did you follow the Republican and Democratic conventions last month: very closely, fairly closely, not too closely, or not at all closely?

14	Very closely
31	Fairly closely
29	Not too closely
26	Not at all closely
<u>*</u>	Don't know/Refused
100	

**IF RESPONDENT ANSWERED "1" VERY CLOSELY OR "2" FAIRLY CLOSELY IN Q.37, ASK: (N=702)**

Q.38 At both political conventions, people spoke emotionally about their struggles with illness, personal relationships, and crime. Do you think it was a good thing or a bad thing that these subjects were raised at a national political convention?

64	Good thing
29	Bad thing
<u>7</u>	Don't know/Refused
100	

**ASK ALL:**

Q.39 How have you been getting most of your news about the Presidential election campaign? From television, from newspapers, from radio, from magazines or from computer on-line sources? **(ACCEPT TWO ANSWERS. IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ADDITIONAL RESPONSES)**<sup>8</sup>

		<u>April</u> <u>1996</u>	<u>Feb</u> <u>1996</u>	<u>Nov</u> <u>1992</u>	<u>Sept</u> <u>1992</u>	<u>Jun</u> <u>1992</u>	<u>May</u> <u>1992</u>	<u>March</u> <u>1992</u>	<u>Feb</u> <u>1992</u>
75	Television	81	85	82	83	84	86	83	80
44	Newspapers	48	56	57	49	55	51	48	49
14	Radio	21	21	12	13	18	17	14	18
5	Magazines	6	5	9	5	7	6	4	4
2	On-line sources	2	2	n/a	n/a	n/a	n/a	n/a	n/a
2	Other	3	1	6	4	4	3	3	3
1	Can't say	1	1	1	1	*	1	*	1

**IF ANSWERED "1" TELEVISION IN Q. 39, ASK:**

Q.40 Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from CNN? **(ACCEPT TWO RESPONSES; DO NOT PROBE)**<sup>9</sup>

		<u>April</u> <u>1996</u>	<u>Feb</u> <u>1996</u>	<u>Nov</u> <u>1992</u>	<u>Sept</u> <u>1992</u>	<u>June</u> <u>1992</u>	<u>May</u> <u>1992</u>	<u>March</u> <u>1992</u>	<u>Feb</u> <u>1992</u>
39	Network	48	50	55	37	50	46	41	40
41	Local	42	52	29	36	38	40	32	37
33	CNN	28	39	29	33	34	34	30	29
2	Other (VOL)	2	4	2	4	2	4	2	2
1	Can't say	1	*	1	2	1	1	2	1

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<sup>8</sup> The percentages from the current survey are not comparable to the trend because of a difference in the probe.

<sup>9</sup> The percentages from the current survey and February 1996 are not comparable to the trend because of a difference in the probe.

**ASK ALL:**

**ON A DIFFERENT SUBJECT. . .**

Q.41 How closely have you been following news about the recent U.S. missile attack on Iraq ... very closely, fairly closely, not too closely, or not at all closely?

31 Very closely  
 42 Fairly closely  
 19 Not too closely  
 7 Not at all closely  
 $\frac{1}{100}$  Don't know/Refused

Q.42 Do you approve or disapprove of President Clinton's decision to attack Iraqi military positions?

70 Approve  
 19 Disapprove  
 $\frac{11}{100}$  Don't know/Refused

**ON A TOTALLY DIFFERENT SUBJECT...**

Q.43 How often if ever do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics -- regularly, sometimes, rarely or never?

		<u>July</u> <u>1996</u>	<u>June</u> <u>1996</u>	<u>April</u> <u>1996</u>	<u>March</u> <u>1996</u>	<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Nov</u> <u>1994</u>	<u>July</u> <u>1994</u>	<u>Dec</u> <u>1993</u>	<u>April</u> <u>1993</u>
15	Regularly	16	17	13	18	18	19	16	17	23	23
25	Sometimes	24	25	23	28	33	30	31	29	22	32
22	Rarely	27	26	25	24	25	24	26	24	25	23
37	Never	33	31	39	30	24	27	26	30	30	22
$\frac{1}{100}$	Don't know/Refused	$\frac{*}{100}$	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{*}{100}$

Q.44 Do you use a computer at your workplace, at school or at home on at least an occasional basis?

		<u>July</u> <u>1996</u>	<u>April</u> <u>1996</u>	<u>March</u> <u>1996</u>	<u>Feb</u> <u>1996</u>	<u>Jan</u> <u>1996</u>
56	Uses a PC at home, work or school	56	58	61	60	59
44	Does not use PC	44	42	39	40	41
<u>*</u> <u>100</u>	Don't know/Refused	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>	<u>0</u> <u>100</u>	<u>0</u> <u>100</u>

**IF YES:**

Q.45 Do you ever use a computer at work, school or home to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

		<u>July</u> <u>1996</u>	<u>April</u> <u>1996</u>	<u>March</u> <u>1996</u>	<u>Feb</u> <u>1996</u>	<u>Jan</u> <u>1996</u>
<b>BASED ON TOTAL RESPONDENTS:</b>						
22	Goes on-line	23	21	22	21	21
34	Does not go on-line	33	37	39	39	38
0	Don't know/Refused	0	*	0	*	0
<u>44</u> <u>100</u>	Not a computer user	<u>44</u> <u>100</u>	<u>42</u> <u>100</u>	<u>39</u> <u>100</u>	<u>40</u> <u>100</u>	<u>41</u> <u>100</u>

**IF YES:**

Q.46 Do you ever go on-line to get information on current events, public issues and politics? **IF YES:** How often do you go on-line for this type of information... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

		<u>July</u> <u>1996</u>	<u>April</u> <u>1996</u>	<u>March</u> <u>1996</u>	<u>Feb</u> <u>1996</u>	<u>Jan</u> <u>1996</u>
<b>BASED ON TOTAL RESPONDENTS:</b>						
2	Everyday	1	1	2	1	2
2	3-5 days/week	3	1	3	2	2
4	1-2 days/week	4	4	5	4	3
3	Once every few weeks	3	4	3	3	3
1	Less Often	2	1	1	2	1
10	No/Never	10	10	8	9	10
0	Don't know/Refused	0	*	0	0	*
34	PC user, Does not go on-line	33	37	39	39	38
<u>44</u> <u>100</u>	Not a computer user	<u>44</u> <u>100</u>	<u>42</u> <u>100</u>	<u>39</u> <u>100</u>	<u>40</u> <u>100</u>	<u>41</u> <u>100</u>

**IF RESPONDENT ANSWERED 1,2,3 OR 4 IN Q. 46 ASK:**

Q.47 Do you ever go on-line to get information about the 1996 presidential campaign? **IF YES:** How often do you go on-line for this type of information... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

		<u>July</u> <u>1996</u>	<u>April</u> <u>1996</u>	<u>March</u> <u>1996</u>	<u>Feb</u> <u>1996</u>
<b>BASED ON TOTAL RESPONDENTS:</b>					
1	Everyday	*	*	*	*
1	3-5 days/week	1	1	1	1
2	1-2 days/week	1	1	2	2
1	Once every few weeks	1	1	1	1
*	Less Often	*	*	*	*
6	No/Never	8	7	9	6
0	Don't know/Refused	0	*	0	0
11	Does not go on-line for political/public issues	12	11	9	11
34	PC user, Does not go on-line	33	37	39	39
<u>44</u> <u>100</u>	Not a computer user	<u>44</u> <u>100</u>	<u>42</u> <u>100</u>	<u>39</u> <u>100</u>	<u>40</u> <u>100</u>