

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
JULY 1996 NEWS INTEREST INDEX SURVEY
-- TOPLINE --
JULY 25 -28, 1996
N = 1216

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 "DON'T KNOW," ENTER 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>
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
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

Q.1a Do you approve or disapprove of the policies and proposals of the Republican leaders in Congress? **(IF DON'T KNOW," ENTER DK. IF "DEPENDS," PROBE ONCE WITH: Overall, do you approve or disapprove of the policies and proposals of the Republican leaders in Congress? IF STILL "DEPENDS", ENTER AS DK.)**

		June <u>1996</u>	April <u>1996</u>	March <u>1996</u>	Feb <u>1996</u>	Jan <u>1996</u>	Oct <u>1995</u>	Sept <u>1995</u>	Aug <u>1995</u>	June <u>1995</u>	April <u>1995</u>	March <u>1995</u>	Dec <u>1994</u> ¹
38	Approve	36	39	35	33	36	36	36	38	41	44	43	52
48	Disapprove	50	46	51	53	54	51	50	45	45	43	39	28
<u>14</u> 100	Don't know/Refused	<u>14</u> 100	<u>15</u> 100	<u>14</u> 100	<u>14</u> 100	<u>10</u> 100	<u>13</u> 100	<u>14</u> 100	<u>17</u> 100	<u>14</u> 100	<u>13</u> 100	<u>18</u> 100	<u>20</u> 100

ON A DIFFERENT SUBJECT...

Q.2 All in all, are you satisfied or dissatisfied with the way things are going in this country today?

		March <u>1996</u>	Oct <u>1995</u>	April <u>1995</u>	July <u>1994</u>	Mar <u>1994</u>	Early Oct <u>1993</u>	Sept <u>1993</u>	June <u>1993</u>	Jan <u>1993</u>	Jan <u>1992</u>	Nov <u>1991</u>	May <u>1990</u>	Feb <u>1989</u>	May <u>1988</u>	Jan <u>1988</u>
29	Satisfied	28	23	23	24	24	22	20	22	39	28	34	41	45	41	39
67	Dissatisfied	70	73	74	73	71	73	75	71	50	68	61	54	50	54	55
<u>4</u> 100	No Opinion	<u>2</u> 100	<u>4</u> 100	<u>3</u> 100	<u>3</u> 100	<u>5</u> 100	<u>5</u> 100	<u>4</u> 100	<u>7</u> 100	<u>11</u> 100	<u>4</u> 100	<u>5</u> 100	<u>5</u> 100	<u>5</u> 100	<u>5</u> 100	<u>6</u> 100

Q.3 What do you think is the most important problem facing the country today? **(PROBE FOR CLARITY. IF MORE THAN ONE MENTION, RECORD ALL IN ORDER OF MENTION. OPEN-END.)**

		June <u>1995</u>	April <u>1995</u>	Oct <u>1994</u>	July <u>1994</u>	June <u>1994</u>	Mar <u>1994</u>	Dec <u>1993</u>	Sept <u>1993</u>	June <u>1993</u>	April <u>1993</u>	Jan <u>1992</u>	May <u>1990</u>	Feb <u>1989</u>	April <u>1987</u>	
19	Crime/Gangs/Justice system		22	23	28	26	22	31	25	15	7	5	3	7	8	3
4	Health care (cost/accessibility)		7	5	10	14	20	14	14	12	11	13	3	3	1	*
7	Unemployment/Lack of jobs		10	9	9	12	12	12	15	23	19	18	22	7	9	13
13	Morality/Ethics/Family values		12	10	8	9	10	10	6	8	7	3	3	5	2	3
8	Drugs/Alcohol		5	9	2	3	6	10	8	5	5	4	4	37	23	6

¹ In December the question asked "As best you can tell, do you approve or disapprove of Republican congressional leaders' policies and plans for the future?"

Q.3 con't ...

	<u>June</u>	<u>April</u>	<u>Oct</u>	<u>July</u>	<u>June</u>	<u>Mar</u>	<u>Dec</u>	<u>Sept</u>	<u>June</u>	<u>April</u>	<u>Jan</u>	<u>May</u>	<u>Feb</u>	<u>April</u>	
	<u>1995</u>	<u>1995</u>	<u>1994</u>	<u>1994</u>	<u>1994</u>	<u>1994</u>	<u>1993</u>	<u>1993</u>	<u>1993</u>	<u>1993</u>	<u>1992</u>	<u>1990</u>	<u>1989</u>	<u>1987</u>	
8	Dissatisfaction with government/Politics	6	6	5	4	5	5	2	5	5	3	2	2	1	0
7	Deficit/National debt/ Balanced budget	9	13	8	5	4	5	6	9	13	17	4	11	19	12
6	Education	6	7	2	3	4	5	5	4	5	2	2	4	4	0
4	Economy (general)	5	5	7	5	4	4	6	9	17	18	43	5	4	7
3	Taxes	3	4	2	2	1	3	2	3	4	4	1	3	2	0
2	Racism	2	2	1	1	1	3	1	3	2	3	1	2	0	0
2	Homeless	4	3	4	4	2	3	5	2	5	2	6	8	10	*
3	Poverty	4	3	2	3	2	2	3	2	3	3	1	3	4	6
2	Inflation/Difference between wages/Costs	3	2	2	2	*	2	2	2	2	2	2	3	2	3
5	Too much foreign aid/ Spend money at home	2	3	2	2	1	2	1	*	2	2	1	3	1	0
1	Environment/Pollution	1	1	*	1	1	2	1	1	*	2	1	8	2	0
7	Welfare abuse	5	9	1	2	4	2	*	*	*	*	*	*	*	*
1	AIDS	1	1	*	1	2	2	*	*	*	*	*	*	*	*
2	Issues related to elderly	*	1	*	*	*	1	1	*	2	2	1	2	2	0
2	Other Social Issues	0	0	0	*	0	*	3	4	*	*	*	*	*	*
2	Other domestic	5	3	1	3	1	1	3	1	2	1	10	11	10	21
*	Other international	4	1	3	2	4	1	2	3	3	1	4	6	10	22
2	Other	2	3	4	6	2	2	*	2	4	8	1	5	9	1
6	Don't know/No answer	3	3	5	3	5	4	6	4	2	4	3	1	3	3

Q.3 con't ...

		June 1995	April 1995	Oct 1994	July 1994	June 1994	Mar 1994	Dec 1993	Sept 1993	June 1993	April 1993	Jan 1992	May 1990	Feb 1989	April 1987
18	ECONOMIC (NET)	28	30	27	26	22	26	33	47	53	58	76	26	28	35
	POVERTY/HOMELESS														
5	(NET)	8	6	7	7	4	6	*	*	*	*	*	*	*	*
	DEFENSE/INTER-														
1	NATIONAL (NET)	9	2	5	7	4	2	*	4	*	*	*	*	*	*
6	TERRORISM (NET)	na	na	na	na	na	na	na	na	na	na	na	na	na	na
		(1500)	(1800)	(2052)	(3800)	(511)	(989)	(1479)	(2000)	(1507)	(1011)	(1220)	(3004)	(2048)	(4244)

IF "NONE" OR "DON'T KNOW/REFUSED" IN Q.3, GO TO Q.5.

Q.4 Which political party do you think can do a better job of handling the problem you just mentioned -- the Republican Party or the Democratic Party?

		April 1995	July 1994	Mar 1994	June 1993	Jan 1992 ²	May 1990	May 1988	Jan 1988	May 1987
36	Republicans	42	36	29	28	32	29	26	30	28
35	Democrats	32	33	29	35	41	30	38	35	38
18	No difference (VOL)	17	16	26	23	12	31	22	24	24
<u>11</u>	Don't know	<u>9</u>	<u>15</u>	<u>16</u>	<u>14</u>	<u>15</u>	<u>10</u>	<u>14</u>	<u>11</u>	<u>10</u>
100	(N=1145)	100	100	100	100	100	100	100	100	100

ASK ALL:

NOW A DIFFERENT KIND OF QUESTION...

Q.5 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. ROTATE.)**.

FOR RESULTS, SEE PAGE x

² Based on registered voters.

**ASK ALL:
AGAIN ON A DIFFERENT SUBJECT...**

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>	(VOL) <u>DK</u>	
a.	The situation in Bosnia	16	37	32	15	*=100	
	March, 1996	18	43	26	13	*=100	
	February, 1996	21	43	22	13	1=100	
	January, 1996 ³	37	45	13	5	*=100	
	September, 1995	15	40	25	19	1=100	
	August, 1995	16	36	26	21	1=100	
	June, 1995	22	42	22	13	1=100	
	March, 1995	11	27	36	25	1=100	
	February, 1995	8	33	32	26	1=100	
	December, 1994	13	37	32	18	*=100	
	October, 1994	13	35	29	22	1=100	
	September, 1994	9	29	39	23	*=100	
	June, 1994	12	28	37	22	1=100	
	May, 1994	18	37	26	18	1=100	
	January, 1994	12	31	32	25	*=100	
	Early January, 1994	15	38	30	17	*=100	
	December, 1993	15	32	31	21	1=100	
	October, 1993	16	36	30	17	1=100	
	September, 1993	15	32	32	20	1=100	
	Early September, 1993	17	38	26	19	*=100	
	August, 1993	19	37	25	18	1=100	
	May, 1993	23	34	28	13	2=100	
	February, 1993	15	32	33	20	*=100	
	January, 1993	15	33	30	22	*=100	
	September, 1992	10	27	31	31	1=100	
b.	The presidential election campaign ⁴	22	40	23	14	1=100	
	October, 1992	55	36	7	2	0=100	(N=1153)
	August, 1992	36	51	11	2	0=100	(N=1023)
	July, 1992	20	45	26	9	*=100	(N=1053)
	October, 1988	43	44	11	2	*=100	(N=2006)
	August, 1988	39	45	13	3	*=100	(N=1000)
c.	The bombing of a military base in Saudi Arabia	32	36	20	12	*=100	

³ In previous month story was listed as "The deployment of US troops to Bosnia."

⁴ The October 1992, August 1992, October 1988, and August 1988 figures are based on registered voters.

Q.6 con't ...

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	(VOL) DK
d.	The burning of black churches in the South	35	40	18	7	*=100
e.	News about the Whitewater investigation	14	31	31	24	*=100
	March, 1996	11	28	34	26	1=100
	January, 1996	11	28	33	28	*=100
	August, 1995 ⁵	11	26	32	30	1=100
	May, 1994 ⁶	22	36	23	18	1=100
	March, 1994 ⁷	11	38	28	21	2=100
	January, 1994 ⁸	14	25	28	32	1=100
	Early January, 1994	13	29	31	26	1=100
f.	The Russian presidential elections	7	25	31	37	*=100
g.	The summer Olympic Games in Atlanta	45	30	13	11	1=100
h.	The improper gathering of FBI files on prominent Republicans by White House staffers	15	25	30	29	1=100
i.	The crash of a Paris-bound TWA plane off the coast of New York	69	23	6	2	*=100
j.	The explosion of a pipe-bomb at the Atlanta Olympics ⁹	57	24	8	9	2=100 (N=520)

⁵ In previous month story was listed as "The Congressional hearings about Whitewater."

⁶ In previous month story was listed as "The Whitewater case and other issues about the personal finances of the Clinton's."

⁷ In previous month story was listed "News stories about the Whitewater case and White House handling of it".

⁸ In previous month story was listed "Questions about Bill and Hillary Clinton's failed real estate investments in Arkansas".

⁹ Interviews for this item were conducted on Saturday and Sunday only.

Q.7 How much thought have you given to the coming Presidential election... quite a lot or only a little?

							<i>Gallup</i>	
		<u>June</u>	<u>Oct¹⁰</u>	<u>Sept</u>	<u>Aug</u>	<u>June</u>	<u>Aug</u>	<u>Sept</u>
		<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1988</u>	<u>1988</u>
47	Quite a lot	43	77	63	72	55	61	57
2	Some (VOL)	5	5	3	4	6	10	18
49	Only a little	47	16	31	23	36	27	23
2	None (VOL)	4	1	2	1	2	2	2
<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>1</u>	<u>0</u>	<u>0</u>
100		100	100	100	100	100	100	100

Q.7a Are you more interested or less interested in politics this year than you were in 1992 -- the last presidential election year?¹¹

		<u>June</u>	<u>June</u>	<u>March</u>
		<u>1996</u>	<u>1992</u>	<u>1992</u>
42	More	41	55	57
38	Less	35	24	27
19	Same (VOL)	22	19	14
<u>1</u>	Don't know/Refused	<u>2</u>	<u>2</u>	<u>2</u>
100		100	100	100

¹⁰ The October 1992 and August 1992 figures are based on registered voters.

¹¹ In 1992 question referenced politics in 1988.

Q.8 Suppose the 1996 presidential election were being held TODAY, and the candidates were Bill Clinton, the Democrat; Bob Dole, the Republican; and Ross Perot, an Independent. Who would you vote for?

IF "OTHER/UNDECIDED" IN Q.8, ASK:

Q.8a As of TODAY, do you lean most to Bill Clinton, the Democrat; Bob Dole, the Republican; or do you lean toward Ross Perot the Independent?

		<u>March</u> <u>1996</u>	<u>Sept</u> <u>1995</u>	<u>July</u> <u>1994</u>
BASED ON REGISTERED VOTERS: [N=928]				
44	Bill Clinton/Lean Clinton	44	42	39
34	Bob Dole/Lean Dole	35	36	36
16	Ross Perot/Lean Perot	16	19	20
<u>6</u>	Other candidate/Undecided (VOL.)	<u>5</u>	<u>3</u>	<u>5</u>
100		100	100	100

ASK ALL:

Q.9 Suppose there were only two major candidates for president and you had to choose between Bill Clinton, the Democrat, and Bob Dole, the Republican. Who would you vote for?

Q.9a Do you support (INSERT CHOICE FROM Q.9) strongly or only moderately?

IF "OTHER/UNDECIDED" IN Q.9, ASK:

Q.9b As of TODAY, do you LEAN more to Bill Clinton, the Democrat, or Bob Dole, the Republican?

		<u>June</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>
BASED ON REGISTERED VOTERS: [N=928]						
53	Clinton/Lean Clinton	55	54	53	52	53
20	Strongly	22	n/a	n/a	n/a	n/a
31	Only moderately	29	n/a	n/a	n/a	n/a
1	Don't know	1	n/a	n/a	n/a	n/a
42	Dole/Lean Dole	40	40	41	44	41
11	Strongly	13	n/a	n/a	n/a	n/a
30	Only moderately	23	n/a	n/a	n/a	n/a
*	Don't know	1	n/a	n/a	n/a	n/a
<u>5</u>	Other Candidate/Undecided	<u>5</u>	<u>6</u>	<u>6</u>	<u>4</u>	<u>6</u>
100		100 (N=1500)	100 (N=1277)	100 (N=1116)	100 (N=567)	100 (N=895)

ASK ALL:

Q.10 What is the main reason why you would like to see (**CHOICE FROM Q.9 OR 9b.**) win the presidential election?

BASED ON REGISTERED VOTERS WHO SAID THEY WOULD VOTE FOR CLINTON: [N=505]

Bill Clinton

31 NEGATIVE (NET)

- 13 Don't like Bob Dole/A vote against Bob Dole
- 8 "Lesser of the two evils"/No one else worth voting for
- 6 Dole is too old
- 5 Don't like the Republicans/Party ideas

30 RECORD (NET)

- 19 Has done a good job
- 9 Should give him more time/Need to allow time for his policies to work
- 3 Has helped the economy
- 2 Has kept campaign promises

26 QUALITIES (NET)

- 7 He's better qualified/He would do a better job
- 6 He's a "people person"/He is in touch with the people
- 4 He's young
- 3 He's for the working man
- 2 Has experience
- 2 Sincere/Really cares about the country
- 2 He's a known entity/We already know what he is like
- 1 Good decision-maker
- * He's honest

14 ISSUES (NET)

- 12 Like his ideas/Stand on issues in general
- 1 Like his stand for education
- 1 Like his stand on abortion
- 1 Like his position on welfare reform
- * Raising minimum wage
- * Has helped unemployment

- 7 Keep Democrats in power/Like Democratic Party
- 2 Wrong time for change
- 3 Other
- 4 Don't know/No answer

Q.10 con't...

BASED ON REGISTERED VOTERS WHO SAID THEY WOULD VOTE FOR DOLE: [N=375]

Bob Dole

- 47** **NEGATIVE (NET)**
- 22 Don't like Bill Clinton/As a vote against Bill Clinton
- 7 Clinton hasn't done a good job
- 6 Clinton's dishonest character
- 5 Time for change/New ideas
- 5 Don't like Clinton's ideas/Policy choices/Issue positions
- 4 "Lesser of two evils"/No one else worth voting for
- 2 Clinton hasn't kept promises
- 2 Don't like the Democrats/Party ideas
- 22** **ISSUES (NET)**
- 14 Like his ideas/Stand on issues in general
- 5 Like his position on taxes/Tax breaks/Other monetary issues
- 3 Like his stand on abortion
- 2 Like his position on welfare reform
- 1 Will take better care of military/defense issues
- 15** **QUALITIES (NET)**
- 9 He's honest/Trustworthy
- 5 He's older/More experienced
- 2 Conservative

- 15 Keep Republicans in power/Like Republican Party
- 4 Other
- 3 Don't know/No answer

IF RESPONDENT DID NOT CHOOSE CLINTON IN Q.9 OR Q.9b ASK:

- Q.11 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?

BASED ON REGISTERED VOTERS: [N=928]

- 8 Chance might vote for him

- 36 Decided not to vote for him

- 4 Don't know/Refused
- 48

IF RESPONDENT DID NOT CHOOSE DOLE IN Q.9 or Q.9b ASK:

- Q.12 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?

BASED ON REGISTERED VOTERS: [N=928]

- 15 Chance might vote for him

- 40 Decided not to vote for him

- 3 Don't know/Refused
- 58

NO QUESTIONS 13 & 14

ASK Q. 15 OF FORM 1 ONLY: [N=610]

Q.15

F1. Regardless of who you support, which one of the Presidential candidates 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)** -- Bill Clinton or Bob Dole ?

		<u>Bill Clinton</u>	<u>Bob Dole</u>	<u>(VOL.) Neither</u>	<u>DK/ Refused</u>
a.	Improving economic conditions	45	38	8	9=100
b.	Making wise decisions about foreign policy	42	42	5	11=100
c.	Representing your views about abortion	46	33	7	14=100
d.	Protecting the environment	58	24	6	12=100
e.	Making wise decisions about U.S. trade policies	40	39	7	14=100
f.	Improving education	55	28	6	11=100
g.	Reducing the budget deficit	39	40	11	10=100
h.	Cutting taxes	35	42	12	11=100
I.	Representing your views on family values and sexual issues	45	40	5	10=100
j.	Making wise decisions about welfare reform	47	38	6	9=100
k.	Improving conditions for minority groups	61	24	5	10=100

ASK Q.16 OF FORM 2 ONLY: [N=606]

Q.16

F2. 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>	(VOL) <u>Both</u>	(VOL) <u>Neither</u>	<u>DK/ Refused</u>
a.	Would use good judgment in a crisis March, 1996	47 47	35 38	9 4	2 4	7=100 7=100
b.	Personally likable March, 1996	64 67	20 22	7 4	4 4	5=100 3=100
c.	A typical politician March, 1996	38 35	39 45	19 16	1 1	3=100 3=100
d.	Can get things done March, 1996	42 40	33 41	6 2	11 9	8=100 8=100
e.	Honest and truthful March, 1996	25 34	40 39	4 2	22 19	9=100 6=100
f.	Has new ideas March, 1996	49 49	28 34	5 2	11 10	7=100 5=100
g.	Intelligent March, 1996	40 42	29 35	24 14	3 4	4=100 5=100
h.	Cares about people like me March, 1996	48 54	30 28	5 2	13 12	4=100 4=100
I.	Keeps his promises March, 1996	29 32	35 35	3 1	23 23	10=100 9=100
j.	Shares my values March, 1996	45 47	36 37	2 2	11 9	6=100 5=100
k.	Connects well with ordinary Americans	63	22	4	6	5=100

ASK ALL:

Q.17 Do you yourself plan to vote in the election this November?

IF YES, ASK:

Q.18 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

		<u>June</u> <u>1996</u>	<u>Oct</u> <u>1992¹²</u>	<u>Sept</u> <u>1992</u>	<u>Aug</u> <u>1992</u>	<u>June</u> <u>1992</u>
89	Yes -- GO TO Q.18	88	98	98	97	89
69	Absolutely certain	71	91	85	89	75
18	Fairly certain	15	6	11	8	12
2	Not certain	2	1	2	*	2
8	No -- GO TO Q.19	8	1	1	1	7
<u>3</u> 100	Don't know/Refused -- GO TO Q.19	<u>4</u> 100	<u>1</u> 100	<u>1</u> 100	<u>2</u> 100	<u>4</u> 100

ASK ALL:

Q.19 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.19a As of TODAY, do you LEAN more to the Republican or the Democrat?

BASED ON REGISTERED VOTERS: [N=928]

		<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>	Early <u>Oct</u> <u>1994</u>	<u>Sept</u> <u>1994</u>	<u>July</u> <u>1994</u>
46	Republican/Lean Republican	44	44	46	48	50	45	47	52	48	45
47	Democrat/Lean Democrat	50	49	47	48	43	43	44	40	46	47
<u>7</u> 100	Other candidate/Undecided (VOL.)	<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

¹² The October 1992, September 1992, and August 1992 figures are based on registered voters.

ASK ALL:

AGAIN THINKING ABOUT THE PRESIDENTIAL CAMPAIGN . . .

Q.20 How would you describe the presidential election campaign so far... is it interesting to you, or would you say it is dull?

IF RESPONDENT ANSWERED "DULL" IN Q.20, ASK:

Q.20a Why is the campaign not interesting to you? Is it because of... **(READ RESPONSES. ROTATE.)**

- 21 Interesting -- **GO TO Q.21/21a**
 - 73 Dull -- **GO TO Q.20a**
 - 20 The quality of the candidates
 - 25 The way the candidates are campaigning, OR
 - 16 The way the press is covering the election.
 - 10 Something else **(VOL.)**
 - 2 Don't know/Refused
 - 3 Neither **(VOL.)** -- **GO TO Q.21/21a**
 - 3 Don't know/Refused -- **GO TO Q.21/21a**
- 100

ROTATE QUESTIONS 21 AND 21A.

ASK ALL:

Q.21 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?

		September <u>1992</u> ¹³
9	A	21
30	B	37
30	C	24
12	D	7
17	F	7
<u>2</u>	Don't know/Refused	<u>4</u>
100		100 (N=1175)

¹³ Based on registered voters.

Q.21a 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?

3	A
20	B
35	C
19	D
19	F
<u>4</u>	Don't know/Refused
100	

Q.22 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>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>
7	Excellent	16	12	10	12	11
35	Good	45	45	44	51	45
42	Only fair	25	27	33	28	32
14	Poor	10	11	10	6	7
<u>2</u>	Don't know	<u>4</u>	<u>5</u>	<u>3</u>	<u>3</u>	<u>5</u>
100		100	100	100	100	100

ASK Q.23 OF FORM 1 ONLY: [N=610]

Q.23

F1. Apart from whom you support, which presidential candidate have you heard the most about in the last week or so in newspapers, on television or on radio...Bill Clinton or Bob Dole?

60	Bill Clinton
27	Bob Dole
8	About Equal (VOL.)
<u>5</u>	Neither/Don't know
100	

ASK Q.23a OF FORM 2 ONLY: [N=606]

Q.23a

F2. Regardless of who you support, who do you think will be elected President in November, Bill Clinton, Bob Dole or Ross Perot?

71	Bill Clinton
19	Bob Dole
2	Ross Perot
$\frac{8}{100}$	Don't know/Refused

ASK ALL:

ROTATE QUESTIONS 24 AND 25

Q.24 Would you say the press has been fair or unfair in the way it has covered Bill Clinton's election campaign?

		Sept <u>1992</u> ¹⁴	March <u>1992</u>
72	Fair	74	70
20	Unfair	21	22
$\frac{8}{100}$	Don't know/Refused	$\frac{5}{100}$ (N=575)	$\frac{8}{100}$ (N=924)

Q.25 Would you say the press has been fair or unfair in the way it has covered Bob Dole's election campaign?

68	Fair
23	Unfair
$\frac{9}{100}$	Don't know/Refused

¹⁴ The September 1992 and March 1992 figures are based on registered voters.

Q.26 Are you interested in following what happens at next month's Republican National Convention in San Diego or aren't you that interested in the convention?

IF RESPONDENT ANSWERED INTERESTED IN Q. 26 ASK:

Q.26a Would you say you are very interested or fairly interested in what happens at next month's Republican National Convention?

		July <u>1992</u> ¹⁵
44	Interested -- GO TO Q.26a	53
21	Very Interested	26
23	Fairly Interested/Don't know	27
55	Not interested-- GO TO Q.27	45
<u>1</u> 100	Don't know-- GO TO Q.27	<u>2</u> 100

ASK ALL:

Q.27 Do you think the Republican party will unite solidly behind Bob Dole or do you think that differences and disagreements within the party will keep many Republicans from supporting the ticket?

		July <u>1992</u> ¹⁶
36	Solidly united	36
47	Keep many from supporting	44
<u>17</u> 100	Don't know	<u>20</u> 100

¹⁵ The July 1992 question asked: "Are you interested in following what happens at next week's Democratic National Convention in New York or aren't you that interested in the convention?".

¹⁶ The July 1992 question asked: "Do you think the Democratic party will unite solidly behind Bill Clinton or do you think that differences and disagreements within the party will keep many Democrats from supporting the ticket?".

Q.28 Some people say we should have a third major political party in this country in addition to the Democrats and Republicans. Do you agree or disagree?

		<i>ABC/Washington Post</i> ¹⁷				
		Oct.	April	July	Jan	Sept
		<u>1995</u>	<u>1995</u>	<u>1994</u>	<u>1984</u>	<u>1982</u>
58	Agree	59	57	53	41	44
37	Disagree	37	38	43	48	44
<u>5</u>	Don't know/Refused	<u>4</u>	<u>5</u>	<u>4</u>	<u>11</u>	<u>12</u>
100		100	100	100	100	100

¹⁷ Trends based on a somewhat different question wording: "Tell me if you tend to agree or disagree with [the following statement], or if perhaps, you have no opinion about the statement -- 'We should have a third major political party in this country in addition to the Democrats and Republicans.'"

ASK ITEMS a-c OF FORM 1 ONLY (N=610). ASK ITEMS d-g OF FORM 2 ONLY (N=606).

Q.29 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)?

		(VOL.)				
		Republican <u>Party</u>	Democratic <u>Party</u>	Both <u>Equally</u>	(VOL.) <u>Neither</u>	DK/ <u>Refused</u>
a.F1	Can bring about the kind of changes the country needs	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.F1	Is concerned with the needs of people like me	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.F1	Governs in an honest and ethical way	38	37	2	18	5=100
	April, 1995	35	36	4	19	6=100
	July, 1994	32	35	6	21	6=100
d.F2	Well organized	40	35	9	9	7=100
	July, 1994	48	27	7	13	5=100
	May, 1990	40	16	22	13	9=100
	May, 1988	39	23	15	14	9=100
	January, 1988	38	20	19	14	9=100
	May, 1987	34	19	25	13	9=100
e.F2	Is concerned with the needs and interests of the disadvantaged	23	63	3	5	6=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
f.F2	Is concerned with the needs and interests of business and other powerful groups	65	19	8	2	6=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
g.F2	Able to manage the Federal government well	45	32	4	12	7=100
	April, 1995	49	30	3	13	5=100
	July, 1994	43	31	4	17	5=100
	May, 1990	28	20	12	31	9=100
	May, 1988	33	30	10	17	10=100
	January, 1988	30	28	12	20	10=100
	May, 1987	24	25	13	28	10=100

NO QUESTION 30

ASK ALL:

NOW I WANT TO ASK YOU A FEW QUESTIONS ABOUT SOME THINGS THAT HAVE BEEN IN THE NEWS ABOUT THE PRESIDENTIAL CAMPAIGN -- NOT EVERYONE WILL HAVE HEARD OF THEM.

Q.31 As I read a list of names or events tell me if you have heard a lot about it, something about it, or never heard of it. **(ROTATE)**

	<u>Heard A Lot</u>	<u>Heard Something</u>	<u>Never Heard</u>	<u>Don't Know/ Refused</u>
a. Former Colorado Governor Richard Lamm's decision to run for the presidential nomination of Ross Perot's Reform Party	12	42	46	*=100
b. Bob Dole's statement that cigarettes might not be addictive for everyone	33	35	32	*=100
c. The debate about what the Republican party platform should say about abortion	26	50	23	1=100
d. The revelation that Newsweek columnist Joe Klein was the anonymous writer of the political novel <i>Primary Colors</i>	18	27	55	*=100

Q.32 You may have heard that Ross Perot's Reform Party will have a candidate for President on the ballot this fall. Who would you rather see as the Reform Party's candidate, Ross Perot or former Colorado Governor Richard Lamm?

<u>Total</u>	<u>Heard of Richard Lamm's Decision to run</u>	
43	33	Ross Perot
30	40	Richard Lamm
16	18	No preference/Neither (VOL.)
<u>11</u> 100	<u>9</u> 100 (N=688)	Don't know/Refused

**ASK ALL:
ON ANOTHER SUBJECT . . .**

Q.33 Which one of the following is most important to you in your overall evaluation of Bill Clinton . . . **(READ AND ROTATE)?**

- 52 His record as President,
- 20 What he has prevented the Republican Congress from doing, OR
- 22 The charges that have been made about his personal life and character.
- $\frac{6}{100}$ Don't know/Refused

NO QUESTION 34

ON A COMPLETELY DIFFERENT SUBJECT...

Q.35 How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics... **(READ)**

		<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>
16	Regularly	17	13	18	18	19	16	17	23	23
24	Sometimes	25	23	28	33	30	31	29	22	32
27	Rarely	26	25	24	25	24	26	24	25	23
33	Never	31	39	30	24	27	26	30	30	22
$\frac{*}{100}$	Don't know/Refused	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{*}{100}$

Q.36 Do you use a computer at your workplace, at school or at home on at least an occasional basis?

		<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	58	61	60	59
44	Does not use PC	42	39	40	41
$\frac{*}{100}$	Don't know/Refused	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{0}{100}$

IF YES:

Q.37 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?

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

IF YES:

Q.38 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?

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

IF RESPONDENT ANSWERED 1,2,3 OR 4 IN Q.38 ASK:

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