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Clinton, Gingrich, Dole and Even Colin Powell Less Popular
SUPPORT FOR INDEPENDENT CANDIDATE IN '96 UP AGAIN

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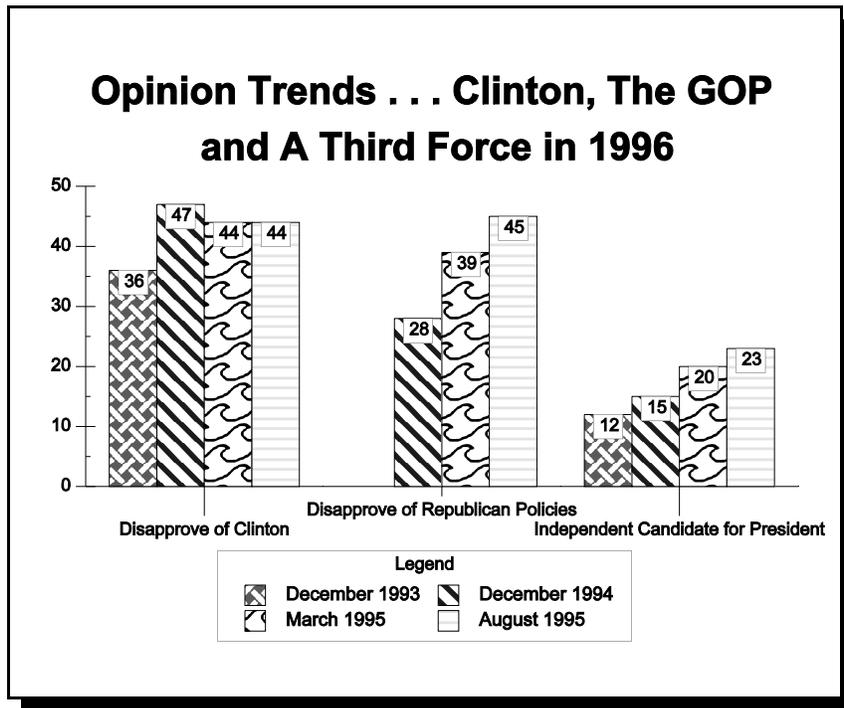
Support for a third party candidate in 1996 has increased for the third consecutive time in eight months, as opposition to Republican policies in Congress continues, and Bill Clinton's approval rating sags. The latest Time Mirror Center for The People & The Press survey found as many as 26% saying they would like to see an independent candidate elected, compared to 32% who favor the President's re-election, and 35% who favor an unnamed Republican candidate. The nationwide poll of 1476 respondents conducted this past weekend also found the public disapproving of GOP Congressional leaders' policies by a wider margin (45% to 38%) than in mid June (45% to 41%), and Clinton's approval rating slipping from 50% to 44% over that same period.

But it's not just the President who is in trouble with the American public. Every major political figure tested in the current survey has either a very negative and/or increasingly unfavorable rating. Even hero Colin Powell doesn't look quite as good to the public as he did earlier in the year. Newt Gingrich's negative ratings have shot up the most -- from 37% negative in February, to 54% currently. Only 30% have a favorable opinion of the House Speaker. Bob Dole's numbers are better (49% favorable, 38% unfavorable), but earlier in the year the Senate Leader's ratings were much more positive (58% to 28%).

Ross Perot received the most negative evaluation (40% favorable, 53% unfavorable) of any national figure tested in the survey. However it represented no change over past poll results. Clearly, the *United We Stand* political convention did little to help him, since only 7% of the public closely followed the nationally televised event. In contrast, the seldom seen, but much discussed Colin Powell achieved the best evaluation: 62% favorable, 17% unfavorable. Yet this result represents the first time the General's rating's have slipped in a nationwide poll. In February, Powell got a much more positive evaluation: 67% favorable, 11% unfavorable.

The consistent growth in potential support for independent candidates is highly correlated with increasing discontent with Republican policies, combined with a basically gridlocked view of Bill Clinton. The President's approval ratings have fluctuated within a relatively narrow range over the past nine months, while evaluations of GOP leaders have steadily soured. Fully 63% of those who disapprove of *both* Clinton and the GOP leaders¹ favor an independent candidate in 1996. And 44% of all political independents say they would cast their ballot for an Independent candidate, compared to 25% who would support Clinton and 23% a Republican challenger.

¹ This group represents 15% of the public.



A New Third Force - Left of Center

Likely supporters of an independent candidate in '96 are drawn from different quarters than were Perot voters in 1992.² The Texas billionaire's supporters came more from the ranks of the Republican party, while the new third force voters more often have a Democratic pedigree. Nearly half are Democrats of two sorts: 27% are self professed, and 21% are independents who say they lean to the Democrats. Comparatively, they are younger, poorer, and are more likely to be women than were Perot voters. A majority of those disposed to an independent candidate (53%) say they are greater believers in government than Newt Gingrich, *but a solid 45% plurality also say they are more supportive of an activist government than is Bill Clinton!* (See Table on pp.24-25)

² Only 40% of former Perot voters say they would be inclined to vote for an independent candidate for president next year. As many as 39% say they would vote Republican if the election were being held today.

	<u>1992 PEROT VOTERS</u>	<u>FAVOR INDEPENDENT CANDIDATE IN 1996</u>
<i>Party ID</i>		
Republican	32	13
Democrat	16	27
Independent	45	56
Rep./Lean Rep.	61	36
Dem./Lean Dem.	30	48

Bill Who?

Senator Bill Bradley, who said he would consider an independent run in 1996, has on balance a positive public image, but the former Rhodes scholar/ basketball star is only known to about half the public, and to half of those most disposed to constitute a third force in American politics. Colin Powell continues to be the candidate best positioned to reap potential support from these constituencies. Ross Perot gets a mixed rating at best from these groups, except from those who say they voted for him in 1992.

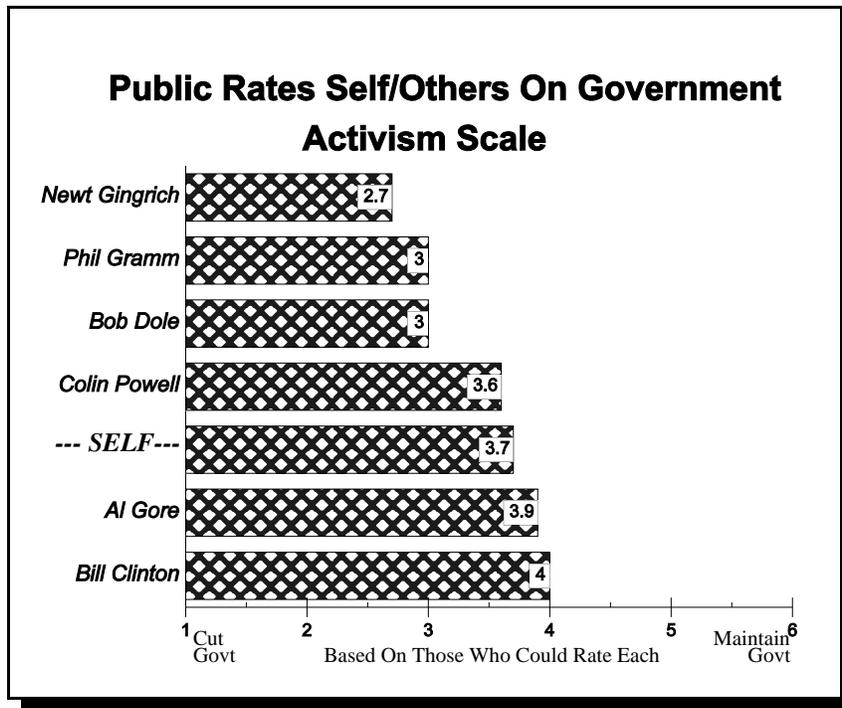
Favorability Ratings Of Possible Independents:

	<u>Total</u>	<u>Self-Identified Independents</u>	<u>1992 Perot Voters</u>	<u>Favor Independent Candidate in 1996</u>
<i>Ross Perot</i>				
Favorable	40	43	71	55
Unfavorable	52	48	24	41
Never Heard Of/DK	<u>8</u>	<u>9</u>	<u>5</u>	<u>4</u>
	100	100	100	100
<i>Colin Powell</i>				
Favorable	62	58	67	55
Unfavorable	17	22	11	21
Never Heard Of/DK	<u>21</u>	<u>20</u>	<u>22</u>	<u>24</u>
	100	100	100	100
<i>Bill Bradley</i>				
Favorable	33	34	29	32
Unfavorable	19	21	21	22
Never Heard Of/DK	<u>48</u>	<u>45</u>	<u>50</u>	<u>46</u>
	100	100	100	100

The Democratic party's inability to cash in on growing criticism of the Republican leadership is evidenced by the fact the GOP now has a larger lead over the Democratic party in Congressional voting intentions than it had last November. In the current poll, the GOP is favored by a 50% to 43% margin, compared to the slim 45% to 43% margin it held just before its historic victory in the fall of 1994.

Public Closer to Clinton's View of Government

The problems of the Democratic party are not as ideologically based as they might seem. The public sees itself as closer to Bill Clinton's position on the role of government than to Newt Gingrich's, or even Bob Dole's point of view. When asked to rate themselves on a six-point scale, where 1 represented someone who wants to cut government, and 6 someone who favors maintaining government programs, Times Mirror's respondents gave themselves on average a rating of 3.7. Clinton's average rating was a nearby 4.0, while Dole's presumed view was a more distant 3.0 and Gingrich's was even further away at 2.7.



Moreover, huge majorities of the public disapproved of most of the key programs advanced by the GOP Congress. Three-fourths of respondents disapproved the discontinuance of summer jobs programs for youth (77% vs. 21% approved) and reduction of federal funding for low income school

districts (76% vs. 21%). Almost two-thirds (65%) disapproved elimination of the National Service Corps under which young people earned money for college through volunteer work. Slightly lower but still substantial majorities disapproved reducing the rate of growth in Medicare spending (61% vs. 34%), cutting funds for public housing programs (59% vs. 37%), and cutting the budget of the Environmental Protection Agency (57% vs. 39%).

The public did approve, on the other hand, budget cuts for the National Endowment for the Arts (52%, vs. 41% disapprove), reduced spending on food stamps (58% vs. 36%), and the most popular of all GOP initiatives, cutting foreign aid funding (76% vs. 21%).

Republicans and Democrats sharply and predictably differed on the desirability of making these cuts. However, even among Republicans two to one majorities opposed discontinuing summer jobs programs, and cutting federal funding to low income school districts. On the other hand, two in three Democrats favored cutting foreign aid, and many approved reduced spending on food stamps. Americans disposed to a third party candidate in '96 echoed the views of Clinton supporters on the budget cut items tested in the survey. But unlike Clinton supporters, they have more confidence in the GOP than in the Democrats to balance the budget.

Medicare and Welfare Reform Top News Interest

Along with the death of baseball legend Mickey Mantle, news from Washington about Medicare and welfare reform were the public's top news stories last month. While about one in four Americans said they were paying very close attention to these stories, and almost as many were following news about proposals to end affirmative action, the findings of the poll underscore the public's foggy view of policy making and governance:

** Only 21% of the public knew that the House of Representatives passed more legislation this session than the Senate. Virtually as many respondents (19%) said the Senate had enacted most new measures, and 60% said simply "don't know."

** Almost two in five (38%) correctly said Congress was proposing to decrease regulations of the telecommunications industries, while 23% thought it was trying to increase them (and 39% said don't know). Of those who answered correctly, almost half (47%) said decreased regulation was a good idea and 33% said it was a bad idea. Republicans approved decreased regulations more than Independents and Democrats (57% vs 49% and 37%, respectively).

** Only 24% correctly knew that President Bill Clinton opposes lifting the arms embargo on Bosnia; 19% said he favors the embargo, and 57% chose neither answer.

Just 16% of the public followed news about Bosnia very closely even though the poll was taken on a weekend when three American diplomats lost their lives near Sarajevo while traveling to negotiate a peace settlement of the civil war there. This was a sharp drop from 22% two months earlier when the downed U.S. Air Force F-16 pilot, Capt. Scott O'Grady, was rescued.

The Republican nomination race is about as interesting to the public as Bosnia. Merely 13% said they followed news about the contest very closely; even among Republicans, only 17% said they were that attentive. When asked to name any GOP candidates, 51% could name Bob Dole. But 44% could not name anyone and 26% could name only one man, while 29% named two or more candidates. Among Republicans, 60% named Dole while as many as 34% could not name any candidate.

The one fact from Washington that has penetrated is about Medicare. Fully 87% of Americans said they had heard "leaders in Washington" saying that the program of medical care for citizens 65 years old and older is having financial problems. But respondents differed sharply on whether it was true or not. A bare majority of 52% said it was true but 37% said the leaders were "only saying this because they want to cut Medicare benefits as a way of balancing the budget." Among Republicans, 62% believed the crisis was true, compared to fewer than half of Democrats and Independents.

Americans were about as poorly informed about U.S. relations with China as they were about the Bosnian arms embargo. Barely one in five (22%) replied correctly that Sino-American relations were getting worse, 16% said they were improving, and 53% said they were staying about the same. Of those who answered correctly, only 29% agreed that "the United States should try to promote democracy in China even if it risks worsening relations," while more than twice that proportion (66%) agreed "the United States should not get involved in China's domestic affairs even if it means overlooking human rights abuses." Republicans were more willing to promote democracy than were Democrats or Independents (38% vs. 31% and 22%, respectively.) As we found two years ago, Americans continue to reject many of their altruistic concerns, such as promoting democracy and human rights in the world, following the end of the Cold War.³

³ "America's Place in the World: An Investigation of the Attitudes of American Opinion Leaders and the American Public About International Affairs." Times Mirror Center for The People & The Press, November, 1993. Washington, DC. In the public poll, 26% agreed that promoting human and civil rights was worth the risk of "seriously antagonizing friendly nations whose traditions do not conform to our ideals;" 69% said it was not worth that risk.

Finally, of the half dozen knowledge questions in the poll, the public was best informed on a non-political issue: "what the phrase *Windows 95* refers to." Fully 42% responded correctly that it was a new computer software package. Men knew the correct answer more than women (50% vs. 35%), college graduates five times more than those who did not finish high school (66% vs. 13%), middle aged persons 30 to 49 years old more than younger or older respondents (51% vs. 41% and 31%, respectively), and those who live in the Western part of the country (53% vs. 43% in the East, 38% in the South, and 37% in the Midwest).

Affirmative Action Divides

News about proposals to end affirmative action drew the close attention of about one in five Americans. But this story attracts twice as large a black audience (36%) as a white one (17%). Curiously, men show more interest in news about this (25%) than women (15%). And there is an even bigger gender gap on the policy itself.

A 58% to 36% majority of all respondents favored "affirmative action programs designed to help blacks, women and other minorities get better jobs and education." But when asked about "affirmative action programs which *give special preferences to qualified blacks, women and other minorities in hiring and education,*" respondents split evenly, 46% to 46%. In both formulations, large majorities of non-whites were in favor of the policy. White women are enthusiastic supporters of affirmative action when there is no mention of *special preferences* but divided when that phrase is used in the question. White men, on the other hand, are divided about the policy when *special preferences* are not mentioned, and opposed overwhelmingly when it is.

View Of Affirmative Action Programs

	-----Whites-----		Non-
	<u>Men</u>	<u>Women</u>	<u>Whites</u>
<i>Q.18 Affirmative action programs designed to help blacks, women and other minorities get better jobs and education</i>			
Favor	46	59	90
Oppose	47	35	9
Don't Know	<u>7</u>	<u>6</u>	<u>1</u>
	100	100	100
<i>Q.19 Affirmative action programs which give special preferences to qualified blacks, women and other minorities in hiring and education</i>			
Favor	35	47	79
Oppose	59	43	15
Don't Know	<u>6</u>	<u>10</u>	<u>6</u>
	100	100	100

In their approaches to reforming affirmative action programs, the public did not see much to choose from between the parties: 44% favored Republicans, 41% favored Clinton and the Democrats. But asked about the approaches to reducing the federal budget deficit and balancing the budget, 49% favored Republicans while only 34% favored Clinton and the Democrats. A similar Times Mirror question a year ago found 42% favoring Republicans and 36% favoring Democrats.⁴

Waco's Toll on FBI Image

A surprisingly high level of public interest was found in the Congressional hearings about the federal raid on the Branch Davidian compound in Waco, Texas: 18% said they followed this news very closely. In what may be a correlative effect, positive attitudes toward the Federal Bureau of Investigation which took part in the raid have plummeted. Only 16% of respondents said they have a very favorable opinion of the FBI, compared to 34% who had a very favorable impression just three months earlier in an ABC News /Washington Post poll. Unfavorable views of the Bureau increased from 9% in May to 28% in the current survey. In contrast, attitudes toward the National Rifle Association have remained essentially unchanged: 44% favorable, 45% unfavorable.

Too Much Whitewater...

The Congressional Whitewater hearings drew a small audience -- 11% followed very closely. As in past polls, few (15%) think the Clintons are not guilty of any wrong doing in the case, but many (48%) said they are guilty of only minor offenses. Almost half of respondents (49%) said the Congress is giving too much attention to Whitewater, 12% said too little, and 36% said the right amount. Much the same was said of the media on Whitewater: 45% too much, 15% too little, 37% the right amount. Not surprisingly, roughly twice as many of those who followed the hearings very closely said too little attention was being paid to the case by both Congress and the media.

The sexual harassment charges against Sen. Bob Packwood were seen somewhat differently. About half said both the media and Congress were paying about the right amount of attention to the issue. One fourth said the Congress and the media were paying too much attention to the charges against Packwood. Men and women, perhaps surprisingly, differed very little in their answers.

⁴ July, 1994. The question asked "Which political party could do a better job of reducing the federal budget deficit."

Other Findings ...

*Colin Powell's unfavorable ratings increased most sharply among blacks - from 8% in February, to 28% in the current poll.

* Bob Dole's unfavorable rating has increased the most in the East and West. The Senator from Kansas is better regarded in his native Midwest region and in the South.

*Men and women have very different views about the role of government. Most men (48%) say they favor cutting government more than Bill Clinton does. Most women (39%) say they favor maintaining government programs *more* than the President does.

* Only 8% of Americans followed very closely news about the death of counter culture icon, Jerry Garcia. Generation Xer's paid slightly more attention (13%) than did baby boomers (9%).

PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	Congressional Proposal to Reduce Medicare	Congressional Debate Over welfare Reform	**Death Of Mickey Mantle	Proposal to Eliminate Affirmative Action Programs	N
Total	27	26	24	19	1476
Sex					
Male	27	24	27	25	718
Female	27	27	21	15	758
Race					
White	26	25	24	17	1210
*Hispanic	28	30	18	18	83
Black	38	36	19	36	138
Age					
Under 30	16	21	20	14	337
30-49	21	23	19	21	612
50+	41	32	31	22	513
Education					
College Grad.	25	27	21	27	455
Other College	21	26	23	20	357
High School Grad	29	24	26	17	535
< H. S. Grad.	33	29	21	14	122
Region					
East	24	22	25	16	257
Midwest	30	25	22	17	378
South	27	26	25	17	554
West	26	31	22	29	287
Party ID					
Republican	25	24	23	18	476
Democrat	28	26	20	22	446
Independent	28	29	26	19	485

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.

** These items are based on split sample; the 'N' does not apply

CONTINUED...

PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	O. J. Simpson Trial	Congressional Debate over Federal Budget	**Congressional Hearings on FBI raid On Waco	Civil War in Bosnia	N
Total	19	18	18	16	1476
Sex					
Male	16	20	20	18	718
Female	22	17	16	14	758
Race					
White	17	17	17	16	1210
*Hispanic	23	21	18	24	83
Black	32	29	15	18	138
Age					
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South	18	19	19	15	554
West	17	21	21	23	287
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Democrat	21	20	15	56	446
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*The designation, hispanic, is unrelated to the white-black categorization.

** These items are based on split sample; the 'N' does not apply

CONTINUED...

PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	News About Republican Candidates	Congressional Hearings About Whitewater	**Purchase Of ABC by Disney	**Death Of Jerry Garcia	Perot's Convention In Dallas	N
Total	13	11	9	8	7	1476
Sex						
Male	14	12	11	10	9	718
Female	11	9	8	7	6	758
Race						
White	12	10	8	9	7	1210
*Hispanic	17	11	8	16	6	83
Black	13	12	19	6	8	138
Age						
Under 30	9	7	12	13	7	337
30-49	10	9	8	9	5	612
50+	17	15	10	5	10	513
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High School Grad	12	10	7	8	7	535
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Midwest	14	10	9	12	6	378
South	12	13	10	8	9	554
West	13	10	11	6	7	287
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*The designation, hispanic, is unrelated to the white-black categorization.

** These items are based on split sample; the 'N' does not apply

TABLES

TREND IN DOLE FAVORABILITY RATING

	<i>February 1995</i>		<i>August 1995</i>		<i>Increase in Unfav. Rating</i>
	<i>Favorable</i>	<i>Unfavorable</i>	<i>Favorable</i>	<i>Unfavorable</i>	
<i>Total</i>	57	29	49	38	+ 9
<i>Sex</i>					
Male	60	28	52	38	+10
Female	55	29	45	38	+ 9
<i>Race</i>					
White	60	28	52	36	+ 8
Non-white	43	33	32	49	+16
<i>Age</i>					
Under 30	49	30	40	39	+ 9
30-49	57	29	51	35	+ 6
50-64	60	29	51	40	+11
65+	65	26	51	39	+13
<i>Education</i>					
College Grad.	61	28	58	35	+ 7
Some College	62	24	49	42	+18
High School Grad.	58	28	47	36	+ 8
< H.S. grad.	46	35	41	40	+ 5
<i>Family Income</i>					
\$75,000+	66	30	64	31	+ 1
\$50,000-\$74,999	68	25	51	39	+14
\$30,000-\$49,999	57	29	50	35	+ 6
\$20,000-\$29,999	60	28	51	39	+11
< \$20,000	49	28	39	42	+14
<i>Region</i>					
East	60	27	45	41	+14
Midwest	57	32	51	38	+ 6
South	60	27	51	34	+ 7
West	51	29	45	41	+12
<i>Community Size</i>					
Large City	52	30	43	41	+11
Suburb	61	25	57	32	+ 7
Small City/Town	58	28	46	38	+10
Rural Area	56	33	50	39	+ 6
<i>Party ID</i>					
Republican	74	14	72	19	+ 5
Democrat	42	44	30	56	+12
Independent	57	29	44	39	+10

	<i>February 1995</i>		<i>August 1995</i>		<i>Increase in Unfav. Rating</i>
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Favorable</u>	<u>Unfavorable</u>	
<i>1992 Vote</i>					
Clinton	48	44	32	57	+13
Bush	86	8	81	13	+ 5
Perot	62	24	56	33	+ 9
<i>1994 Congressional Vote</i>					
Democrat	46	45	33	61	+16
Republican	83	13	79	15	+ 2
Didn't Vote	50	30	40	39	+ 9
<i>1996 Presidential Preference</i>					
Clinton			27	57	
Republican	NA		75	18	
Independent			39	46	
<i>Presidential Approval</i>					
Approve	48	40	37	51	+11
Disapprove	71	18	64	26	+ 8
No Opinion	45	25	37	36	+11
<i>GOP Congress Approval</i>					
Approve			71	20	
Disapprove	NA		33	56	
No Opinion			42	28	
<i>Listens To Talk Radio</i>					
Regularly	68	24	55	35	+11
Sometimes	62	26	53	36	+10
Rarely/Never	52	31	45	39	+ 8

TREND IN POWELL FAVORABILITY RATING

	<i>February 1995</i>		<i>August 1995</i>		<i>Increase in Unfav. Rating</i>
	<i>Favorable</i>	<i>Unfavorable</i>	<i>Favorable</i>	<i>Unfavorable</i>	
Total	67	11	62	17	+ 6
Sex					
Male	73	13	65	19	+ 6
Female	61	10	59	16	+ 6
Race					
White	67	12	62	16	+ 4
Non-white	63	9	58	25	+16
Black	64	8	59	28	+20
Age					
Under 30	56	19	54	20	+ 1
30-49	70	9	65	16	+ 7
50-64	71	10	64	18	+ 8
65+	68	9	61	16	+ 7
Education					
College Grad.	81	6	76	9	+ 3
Some College	71	11	68	15	+ 4
High School Grad.	65	13	59	17	+ 4
< H.S. grad.	48	16	41	30	+14
Family Income					
\$75,000+	86	8	77	10	+ 2
\$50,000-\$74,999	73	10	69	15	+ 5
\$30,000-\$49,999	75	10	65	16	+ 6
\$20,000-\$29,999	62	13	60	22	+ 9
< \$20,000	54	12	50	19	+ 7
Region					
East	66	10	54	21	+11
Midwest	65	13	62	16	+ 3
South	71	10	61	20	+10
West	63	12	69	11	- 1
Community Size					
Large City	68	7	62	13	+ 6
Suburb	76	8	70	14	+ 6
Small City/Town	64	14	58	20	+ 6
Rural Area	60	14	59	20	+ 6
Party ID					
Republican	73	7	66	13	+ 6
Democrat	65	12	61	17	+ 5
Independent	65	14	58	22	+ 8

	<i>February 1995</i>		<i>August 1995</i>		<i>Increase</i>
	<i>Favorable</i>	<i>Unfavorable</i>	<i>Favorable</i>	<i>Unfavorable</i>	<i>in Unfav.</i>
					<i>Rating</i>
<i>1992 Vote</i>					
Clinton	67	14	64	19	+ 5
Bush	83	5	77	11	+ 6
Perot	76	3	67	11	+ 8
<i>1994 Congressional Vote</i>					
Democrat	72	11	69	16	+ 5
Republican	80	7	77	10	+ 3
Didn't Vote	58	14	52	21	+ 8
<i>1996 Presidential Preference</i>					
Clinton			62	20	
Republican	NA		67	15	
Independent			55	20	
<i>Presidential Approval</i>					
Approve	66	13	62	19	+ 6
Disapprove	71	10	65	17	+ 7
No Opinion	52	11	44	14	+ 3
<i>GOP Congress Approval</i>					
Approve			71	10	
Disapprove	NA		59	23	
No Opinion			46	19	
<i>Listens To Talk Radio</i>					
Regularly	75	10	71	16	+ 6
Sometimes	69	12	64	17	+ 5
Rarely/Never	63	12	57	18	+ 6

1996 Presidential Preferences

	<i>AUGUST 1995</i>			
	<u><i>Clinton/Lean Clinton</i></u>	<u><i>Rep./Lean Rep.</i></u>	<u><i>Ind./Lean Ind.</i></u>	<u><i>(N)</i></u>
<i>Total</i>	32%	35%	26%	(1476)
<i>Sex</i>				
Male	29	38	26	(718)
Female	34	33	25	(758)
<i>Race</i>				
White	28	39	25	(1210)
Non-white	56	12	28	(249)
<i>Age</i>				
Under 30	27	36	33	(337)
30-49	31	34	28	(612)
50-64	34	38	20	(267)
65+	40	34	17	(246)
<i>Education</i>				
College Grad.	32	38	21	(455)
Some College	26	40	27	(357)
High School Grad.	32	32	26	(535)
< H.S. grad. 38	33	27	(122)	
<i>Family Income</i>				
\$75,000+	19	55	21	(175)
\$50,000-\$74,999	26	41	24	(216)
\$30,000-\$49,999	28	38	27	(374)
\$20,000-\$29,999	37	30	26	(259)
< \$20,000	40	25	28	(269)
<i>Region</i>				
East	30	31	29	(257)
Midwest	34	34	26	(378)
South	31	36	25	(554)
West	32	39	22	(287)
<i>Community Size</i>				
Large City	40	32	21	(288)
Suburb	27	40	27	(368)
Small City/Town	33	33	26	(503)
Rural Area	27	38	26	(302)
<i>Party ID</i>				
Republican	5	78	12	(476)
Democrat	69	5	20	(446)
Independent	25	23	44	(485)

AUGUST 1995

	<u>Clinton/Lean Clinton</u>	<u>Rep./Lean Rep.</u>	<u>Ind./Lean Ind.</u>	<u>(N)</u>
<i>1992 Vote</i>				
Clinton	61	11	23	(458)
Bush	3	73	13	(356)
Perot	13	39	40	(162)
<i>1994 Congressional Vote</i>				
Democrat	66	6	23	(308)
Republican	7	70	15	(401)
Didn't Vote	31	30	31	(754)
<i>Presidential Approval</i>				
Approve	64	14	17	(648)
Disapprove	2	59	32	(650)
No Opinion	23	26	32	(178)
<i>GOP Congress Approval</i>				
Approve	13	68	13	(579)
Disapprove	50	11	34	(668)
No Opinion	27	25	30	(229)
<i>Listens To Talk Radio</i>				
Regularly	25	45	24	(301)
Sometimes	34	35	25	(387)
Rarely/Never	33	32	26	(785)

DEMOGRAPHIC PROFILE OF INDEPENDENT GROUPS

	<i>1992 PEROT VOTERS</i>	<i>FAVOR INDEPENDENT CANDIDATE IN 1996</i>
<i>Total</i>	10%	23%
<i>Sex</i>		
Male	59	48
Female	41	52
	100	100
<i>Race</i>		
White	92	82
Non-white	7	17
<i>Age</i>		
Under 30	22	31
30-49	49	42
50-64	17	14
65+	11	11
<i>Education</i>		
College Grad.	26	18
Some College	33	26
High School Grad.	31	38
< H.S. grad.	10	18
<i>Family Income</i>		
\$75,000+	11	7
\$50,000-\$74,999	16	11
\$30,000-\$49,999	27	25
\$20,000-\$29,999	19	20
< \$20,000	19	25
<i>Region</i>		
East	17	23
Midwest	28	27
South	27	33
West	28	17
<i>Community Size</i>		
Large City	17	15
Suburb	21	26
Small City/Town	33	37
Rural Area	29	22
<i>Party ID</i>		
Republican	32	13
Democrat	16	27
Independent	45	56
Rep./Lean Rep.	61	36
Dem./Lean Dem.	30	48

	1992 PEROT VOTERS	FAVOR INDEPENDENT CANDIDATE IN 1996
<i>1992 Vote</i>		
Clinton	N/A	27
Bush	N/A	13
Perot	100	17
<i>1994 Congressional Vote</i>		
Democrat	13	18
Republican	36	14
Didn't Vote	50	66
<i>1996 Presidential Preference</i>		
Clinton	11	N/A
Republican	34	N/A
Independent	36	100
<i>Presidential Approval</i>		
Approve	24	29
Disapprove	63	55
No Opinion	13	16
<i>GOP Congress Approval</i>		
Approve	53	19
Disapprove	31	61
No Opinion	16	20
<i>Listens To Talk Radio</i>		
Regularly	29	19
Sometimes	28	26
Rarely/Never	43	55

Congressional Trial Heat

Based on Registered Voters

	<i>November '94</i>			<i>August '95</i>			<i>Rep. Gain</i>
	<u>Repub.</u>	<u>Democ.</u>	<u>Other/ Undecided</u>	<u>Repub.</u>	<u>Democ.</u>	<u>Other/ Undecided</u>	
Total	45%	43%	12%	50%	43%	7%	+5
Sex							
Male	48	40	12	53	41	6	+5
Female	42	46	12	47	45	8	+5
Race							
White	49	40	11	55	38	7	+6
Non-white	17	72	11	17	76	7	+10
Age							
Under 30	48	46	6	49	47	4	+1
30-49	48	41	11	52	39	9	+4
50-64	42	45	13	52	42	6	+10
65+	38	48	14	44	49	7	+6
Education							
College Grad.	49	40	11	54	40	6	+5
Some College	44	44	12	51	43	6	+7
High School Grad.	48	40	12	50	42	8	+2
< H.S. Grad.	30	56	14	40	53	7	+10
Family Income							
\$50,000+	51	42	7	60	36	4	+9
\$30,000-\$49,999	48	41	11	54	39	7	+6
\$20,000-\$29,999	43	47	10	45	49	6	+2
<\$20,000	34	55	11	34	59	7	0
Region							
East	40	43	17	50	40	10	+10
Midwest	44	43	13	48	47	5	+4
South	45	45	10	49	44	7	+4
West	50	40	10	52	40	8	+2

Question:

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?

	<i>November '94</i>			<i>August '95</i>			<i>Rep. Gain</i>
	<i>Repub.</i>	<i>Democ.</i>	<i>Other/ Undecided</i>	<i>Repub.</i>	<i>Democ.</i>	<i>Other/ Undecided</i>	
<i>Party ID</i>							
Republican	92	5	3	95	3	2	+3
Democrat	7	87	6	8	88	4	+1
Independent	43	38	19	45	41	14	+2
<i>1992 Vote</i>							
Bush	85	9	6	87	9	4	+2
Clinton	15	76	9	17	75	8	+2
Perot	55	30	15	65	28	7	+10
<i>1994 Congressional Vote</i>							
Republican	100			88	6	6	
Democrat		100		11	83	6	
Other/Didn't Vote			100	43	48	9	
<i>1996 Pres'l Preference</i>							
Clinton	N/A	N/A	N/A	10	85	5	
Republican	N/A	N/A	N/A	92	6	2	
Independent	N/A	N/A	N/A	41	48	11	
<i>Presidential Approval</i>							
Approve	22	68	10	24	71	5	+2
Disapprove	75	17	8	76	18	6	+1
Don't know	33	33	34	40	42	18	+7
<i>GOP Congress Approval</i>							
Approve	N/A	N/A	N/A	83	13	4	
Disapprove	N/A	N/A	N/A	22	71	7	
Don't know	N/A	N/A	N/A	46	38	16	
<i>Listens to Talk Radio</i>							
Regularly	48	40	12	57	36	7	+9
Sometimes	48	42	10	50	46	4	+2
Rarely/Never	41	46	13	46	45	9	+5

VIEWS ABOUT ROLE OF GOVERNMENT

	<i>Self Vs. Clinton</i>				<i>Self Vs. Gingrich</i>			
	<i>Less Activist</i>	<i>More Activist</i>	<i>Same</i>	<i>Other/ DK</i>	<i>Less Activist</i>	<i>More Activist</i>	<i>Same</i>	<i>Other/ DK</i>
Total	40%	35%	19%	6%=100	21%	48%	13%	18%=100
Sex								
Male	48	30	17	5=100	25	46	16	13=100
Female	33	39	21	7=100	16	49	11	24=100
Race								
White	43	35	16	6=100	22	46	14	18=100
Non-white	24	36	34	6=100	16	56	6	22=100
Age								
Under 30	35	43	16	6=100	17	49	14	20=100
30-49	47	32	17	4=100	20	50	13	17=100
50-64	35	35	24	6=100	22	47	13	18=100
65+	37	31	22	10=100	24	42	12	22=100
Education								
College Grad.	51	29	18	2=100	18	57	15	10=100
Some College	47	31	17	5=100	23	48	16	13=100
High School Grad.	37	39	17	7=100	20	47	12	21=100
< H.S. grad.	23	40	27	10=100	22	38	11	29=100
Family Income								
\$75,000+	52	25	21	2=100	24	46	22	8=100
\$50,000-\$74,999	47	34	15	4=100	19	57	10	14=100
\$30,000-\$49,999	46	34	16	4=100	20	47	16	17=100
\$20,000-\$29,999	39	35	21	5=100	24	48	10	18=100
< \$20,000	27	43	22	8=100	16	50	10	24=100
Region								
East	39	33	23	5=100	19	48	15	18=100
Midwest	38	40	18	4=100	19	49	12	20=100
South	42	31	18	9=100	23	43	13	21=100
West	41	38	16	5=100	20	54	12	14=100
Community Size								
Large City	37	36	22	5=100	15	52	10	23=100
Suburb	44	36	18	2=100	19	54	17	10=100
Small City/Town	37	35	21	7=100	23	42	12	23=100
Rural Area	44	33	15	8=100	23	48	13	16=100
Party ID								
Republican	53	29	13	5=100	25	37	22	16=100
Democrat	31	35	29	5=100	16	62	4	18=100
Independent	37	41	15	7=100	21	46	13	20=100

	<i>Self Vs. Clinton</i>				<i>Self Vs. Gingrich</i>			
	<i>Less Activist</i>	<i>More Activist</i>	<i>Same</i>	<i>Other/ DK</i>	<i>Less Activist</i>	<i>More Activist</i>	<i>Same</i>	<i>Other/ DK</i>
<i>1992 Vote</i>								
Clinton	30	36	29	5=100	18	63	5	14=100
Bush	56	26	13	5=100	23	39	23	15=100
Perot	55	34	10	1=100	26	38	25	11=100
<i>1994 Congressional Vote</i>								
Democrat	32	36	28	4=100	18	67	6	9=100
Republican	59	24	12	5=100	24	37	25	14=100
Didn't Vote	34	40	19	7=100	20	46	10	24=100
<i>1996 Presidential Preference</i>								
Clinton	31	33	31	5=100	17	61	4	18=100
Republican	53	31	11	5=100	24	38	23	15=100
Independent	36	45	14	5=100	20	53	10	17=100
<i>Presidential Approval</i>								
Approve	33	34	28	5=100	18	54	8	20=100
Disapprove	49	35	11	5=100	24	43	19	14=100
No Opinion	31	39	17	13=100	18	44	7	31=100
<i>GOP Congress Approval</i>								
Approve	53	29	12	6=100	25	36	22	17=100
Disapprove	34	38	26	2=100	19	60	6	15=100
No Opinion	28	39	17	16=100	16	41	10	33=100
<i>Listens To Talk Radio</i>								
Regularly	54	25	17	4=100	24	44	22	10=100
Sometimes	37	36	23	4=100	18	55	12	15=100
Rarely/Never	37	38	18	7=100	21	46	10	23=100

OPINION OF PROPOSED FEDERAL SPENDING CUTS BY 1996 PRESIDENTIAL PREFERENCE

	<i>1996 PREFERENCE</i>		
	<i>Clinton</i>	<i>Independent</i>	<i>Republican</i>
<i>Cut EPA budget by 30%</i>			
Approve	30	32	52
Disapprove	65	65	45
Don't Know	<u>5</u>	<u>3</u>	<u>3</u>
	100	100	100
<i>Reduce rate of growth in Medicare spending</i>			
Approve	25	31	49
Disapprove	69	66	46
Don't Know	<u>6</u>	<u>3</u>	<u>5</u>
	100	100	100
<i>Cut public housing funding</i>			
Approve	26	34	51
Disapprove	71	62	46
Don't Know	<u>3</u>	<u>4</u>	<u>3</u>
	100	100	100
<i>Eliminate National Service Corps</i>			
Approve	27	27	40
Disapprove	71	70	58
Don't Know	<u>2</u>	<u>3</u>	<u>2</u>
	100	100	100
<i>Discontinue summer jobs programs</i>			
Approve	14	17	31
Disapprove	84	83	67
Don't Know	<u>2</u>	*	<u>2</u>
	100	100	100
<i>Reduce federal funding for low income school districts</i>			
Approve	16	13	32
Disapprove	82	84	65
Don't Know	<u>2</u>	<u>3</u>	<u>3</u>
	100	100	100
<i>Reduce spending on food stamps</i>			
Approve	47	52	71
Disapprove	48	43	24
Don't Know	<u>5</u>	<u>5</u>	<u>5</u>
	100	100	100
<i>Cut foreign aid</i>			
Approve	68	74	81
Disapprove	28	23	17
Don't Know	<u>4</u>	<u>3</u>	<u>2</u>
	100	100	100
<i>Cut budget for National Endowment for the Arts/Humanities</i>			
Approve	36	48	67
Disapprove	56	47	28
Don't Know	<u>8</u>	<u>5</u>	<u>5</u>
	100	100	100

1996 PREFERENCE

	<i>Clinton</i>	<i>Independent</i>	<i>Republican</i>
<i>Who has better approach to reducing federal budget deficit and balancing budget</i>			
Clinton/Democrats	72	29	6
Republicans	14	46	87
Both	2	1	1
Don't know	<u>12</u>	<u>24</u>	<u>6</u>
	100	100	100
	(N=430)	(N=328)	(N=467)

Attention to Whitewater Hearings

-----Following Hearings-----

	Very Closely	Fairly Closely	Not too/ Not at all Closely
Total	11%	26%	62%

From what you've heard or read about Bill and Hillary Clinton's involvement with the Whitewater Development Corp. and a failed Savings and Loan Bank in Arkansas, do you think the Clintons are:

Not guilty of any wrongdoing	16	11	16
Guilty of only minor offenses	30	43	54
OR			
Guilty of Serious offenses	50	35	15
Don't know	<u>4</u>	<u>11</u>	<u>15</u>
	100	100	100

View of Media Attention to Whitewater case:

Too much attention	28	40	50
Too little attention	33	18	11
About right amount	36	40	35
Don't know	<u>3</u>	<u>2</u>	<u>4</u>
	100	100	100

View of Congress' Attention to Whitewater case:

Too much attention	34	37	56
Too little attention	22	15	9
About right amount	41	47	32
Don't know	<u>3</u>	<u>1</u>	<u>3</u>
	100	100	100

Question: How closely have you been following the congressional hearings about Whitewater, very closely, fairly closely, not too closely, or not at all closely?

SURVEY METHODOLOGY

ABOUT THIS SURVEY

The survey results are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,476 adults, 18 years of age or older, during the period August 17-20, 1995. 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=735) or Form 2 (N=741), the sampling error is plus or minus 4 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 households in the U.S. Estimates of the number of telephone households within each county are derived from 1990 Census data on residential telephone incidence that have been updated with state-level information on new telephone installations and county-level projections of the number of households. 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.

At least three 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 1992). 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. After an optimum sample balancing solution is reached, the weights were constrained to fall within the range of 1 to 5. This constraint is useful to ensure that individual respondents do not exert an inordinate effect on the survey's overall results.

THE QUESTIONNAIRE

TIMES MIRROR CENTER FOR THE PEOPLE AND THE PRESS
AUGUST 1995 NEWS INTEREST INDEX
-- FINAL TOPLINE --
N = 1476
August 17-20, 1995

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]**

		Early																			
		June 1995	April 1995	March 1995	Feb 1995	Dec 1994	Oct 1994	Oct 1994	Sept 1994	July 1994	May 1994	Mar 1994	Jan 1994	Dec 1993	Oct 1993	Sept 1993	Aug 1993	June 1993	May 1993	April 1993	Feb 1993
44	Approve	50	47	44	44	41	41	38	41	45	46	45	51	48	44	49	39	39	45	49	56
44	Disapprove	40	43	44	44	47	47	47	52	46	42	42	35	36	42	35	46	43	37	29	25
<u>12</u> 100	Don't know	<u>10</u> 100	<u>10</u> 100	<u>12</u> 100	<u>12</u> 100	<u>12</u> 100	<u>12</u> 100	<u>15</u> 100	<u>7</u> 100	<u>9</u> 100	<u>12</u> 100	<u>13</u> 100	<u>14</u> 100	<u>16</u> 100	<u>14</u> 100	<u>16</u> 100	<u>15</u> 100	<u>18</u> 100	<u>18</u> 100	<u>22</u> 100	<u>19</u> 100

Q.1a Do you approve or disapprove of the policies and proposals of the Republican leaders in Congress? **(IF "DON'T KNOW," ENTER AS CODE 9. IF "DEPENDS," PROBE ONCE WITH: Overall, do you approve or disapprove of the proposals and policies of the Republican leaders in Congress? IF STILL "DEPENDS," ENTER AS CODE 9.)**

		June 1995	April 1995	March 1995	Dec 1994 ⁵
38	Approve	41	44	43	52
45	Disapprove	45	43	39	28
<u>17</u> 100	Don't know/Refused	<u>14</u> 100	<u>13</u> 100	<u>18</u> 100	<u>20</u> 100

⁵ 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.2 Looking ahead, would you like to see Bill Clinton re-elected, or would you like to see a Republican candidate, or an Independent candidate be elected President in 1996?

		March <u>1995</u>	Dec <u>1994</u>	Dec <u>1993</u>
29	Clinton	29	28	28
32	Republican	33	35	22
23	Independent	20	15	12
<u>16</u> 100	Don't know/Refused	<u>18</u> 100	<u>22</u> 100	<u>38</u> 100

IF ANSWERED "DON'T KNOW" IN Q.2, ASK:

Q.2a Do you LEAN most to Clinton, a Republican candidate or an Independent candidate?

		March <u>1995</u>	Dec <u>1994</u>
32	Clinton/Lean Clinton	31	33
35	Republican/Lean Republican	38	40
26	Independent/Lean Independent	23	18
<u>7</u> 100	Don't know/Refused	<u>8</u> 100	<u>9</u> 100

SPLIT FORM ITEMS K-N:

Q.3 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>
ASK ALL:					
a.	The civil war in Bosnia				
	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.	News about the Republican presidential candidates ⁶				
	13	34	28	25	*=100
	June 1995				
	11	31	31	26	1=100
	January, 1992				
	11	25	36	27	1=100
	December, 1991				
	10	28	32	30	*=100
	October, 1991				
	12	26	31	29	2=100
c.	The O.J. Simpson trial				
	19	28	25	27	1=100
	June 1995				
	15	24	28	33	*=100
	March, 1995				
	23	30	23	23	1=100
	February, 1995				
	23	33	24	19	1=100
	December, 1994				
	23	29	25	22	1=100
	October, 1994				
	25	32	24	17	2=100
	September, 1994				
	30	33	22	15	*=100
	June, 1994 ⁷				
	48	29	16	6	1=100

⁶ 1991 and 1992 trends refer to Democratic candidates.

⁷ In previous month story was listed as "The arrest of O.J. Simpson for the alleged murder of his former wife and a male companion."

Q. 3 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 debate in Congress over the federal budget	18	34	27	20	1=100
e.	The Congressional hearings about Whitewater	11	26	32	30	1=100
f.	A proposal in Congress to reduce the growth in the rate of spending on Medicare	27	37	21	15	*=100
	June 1995	28	34	23	14	1=100
g.	The debate in Congress over welfare reform	26	41	20	13	*=100
h.	Proposals to eliminate affirmative action programs	20	32	24	23	1=100
i.	Ross Perot's United We Stand America Political Convention in Dallas	7	18	28	46	1=100
SPLIT FORM:[FORM 1: N=735/FORM 2: N=741]						
j.F1	The death of Jerry Garcia	9	19	23	45	4=100
k.F2	The death of Mickey Mantle	24	36	21	18	1=100
l.F1	Congressional hearings about the federal raid on the Branch Davidian compound in Waco	18	35	25	21	1=100
m.F2	The purchase of the ABC television network by Disney	10	24	35	30	1=100

ASK ALL:

NOW I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT SOME THINGS THAT HAVE BEEN IN THE NEWS. NOT EVERYONE WILL KNOW ABOUT THEM.

Q.4 Do you happen to know whether President Clinton favors or opposes lifting the arms embargo on Bosnia?

24 Opposes

19 Other Answer

57 Don't know
100

Q.5 Do you happen to know which part of Congress, the House or the Senate, has passed the most legislation so far this year or have they passed about the same amount of legislation?

21 House

19 Other Answer

60 Don't know
100

Q.6 Recently, have you heard that leaders in Washington are saying that Medicare faces serious financial problems in the future, or haven't you heard this?

87 Yes, have heard -- **GO TO Q.6a**

8 No, haven't heard -- **GO TO Q.7**

5 Don't know/Refused -- **GO TO Q.7**
100

IF "YES" IN Q.6

Q.6a Do you think this is true, or do you think leaders in Washington are only saying this because they want to cut Medicare benefits as a way of balancing the budget?

52 True

37 Only a way of balancing the budget

11 Don't know/Refused
100

(N=1293)

Q.7 Can you please tell me the names of any candidates running for the Republican nomination for President in 1996? ... Can you think of any others? (**ACCEPT MULTIPLE RESPONSES -- UP TO 4**)

<u>Total</u>		<u>Republican</u>	<u>Republican/ Lean Rep.</u>
51	Bob Dole	60	57
44	Could not name any candidates	34	37
18	Phil Gramm	24	23
9	Pat Buchanan	12	10
7	Pete Wilson	8	8
4	Newt Gingrich	2	3
4	Lamar Alexander	6	6
3	Arlen Specter	4	4
2	Richard Lugar	2	2
1	Ross Perot	2	2
1	Alan Keyes	1	1
1	Colin Powell	1	1
4	Other	5	5
26	Named one candidate	29	28
16	Named two candidates	20	19
13	Named three or more candidates	18	16
22	Named Bob Dole only	24	23

Q.8 Do you happen to know if Congress has recently proposed INCREASING federal regulations or DECREASING federal regulations on phone companies, cable companies and other communications industries?

38 Decreasing regulations -- **GO TO Q.8a**

23 Other answer -- **GO TO Q.9**

39 Don't know -- **GO TO Q.9**

100

IF "DECREASING REGULATIONS" IN Q.8

Q.8a Do you think this is a good idea or a bad idea?

47 Good idea
 33 Bad idea
20 Don't know/Refused
 100
 (N=608)

ASK ALL:

Q.9 Do you happen to know what the phrase Windows 95 refers to?

IF "YES" IN Q.9

Q.10 What does it refer to?

42 Yes, correct answer
58 No/Other answer/Don't know/Refused
 100

ASK ALL:

NOW, ON ANOTHER SUBJECT ...

Q.11 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.11a As of TODAY, do you LEAN more to the Republican or the Democrat?⁸

BASED ON REGISTERED VOTERS:

		Nov	Oct	Early	Sept	July
		<u>1994</u>	<u>1994</u>	<u>1994</u>	<u>1994</u>	<u>1994</u>
50	Republican/Lean Republican	45	47	52	48	45
43	Democrat/Lean Democrat	43	44	40	46	47
<u>7</u>	Other candidate/Undecided (VOL.)	<u>12</u>	<u>9</u>	<u>8</u>	<u>6</u>	<u>8</u>
100		100	100	100	100	100

⁸

1994 trends refer to the 1994 elections for the U.S. Congress.

ASK ALL:

Q.12 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 a-i)** is very favorable, mostly favorable, mostly Unfavorable, or very unfavorable? **(INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")**

		Very Favor- <u>Able</u>	Mostly Favor- <u>Able</u>	Mostly Unfavor- <u>Able</u>	Very Unfavor- <u>Able</u>	Never <u>Heard Of</u>	Can't <u>Rate</u>
a.	Congress	5	40	35	13	*	7=100
	June, 1995	8	45	31	11	*	5=100
	February, 1995	10	44	27	10	0	9=100
	July, 1994	7	46	34	9	*	4=100
	May, 1993	8	35	35	13	0	9=100
	November, 1991	7	44	34	9	0	6=100
	May, 1990	6	53	25	9	1	6=100
	May, 1988	8	56	23	5	0	8=100
	January, 1988	6	58	25	4	0	7=100
	May, 1987	10	64	16	4	*	6=100
	January, 1987	7	52	23	8	0	10=100
	June, 1985	9	58	21	5	*	7=100
b.	Ross Perot	11	29	33	20	*	7=100
	February, 1995	12	26	34	20	1	7=100
	July, 1994	13	38	29	16	1	3=100
	May, 1993	21	43	21	10	*	5=100
	July, 1992	18	30	21	14	1	16=100
	June, 1992	18	35	18	8	5	16=100
	May, 1992	11	39	20	7	2	21=100
	March, 1992	11	18	15	6	29	21=100
c.	The Federal Bureau of Investigation, FBI	16	48	19	9	*	8=100
	May, 1995 (ABC/WP)	34	48	3	6	*	9=100
d.	Bob Dole	12	37	26	12	2	11=100
	February, 1995	17	41	18	10	4	10=100
	December, 1994	17	41	18	10	5	9=100
	July, 1994	14	45	19	9	6	7=100
	May, 1993	11	37	20	8	11	13=100
	May, 1990	7	45	15	5	13	15=100
	May, 1987	9	51	11	3	9	17=100

Q.12 con't ...

		<u>Very Favor- Able</u>	<u>Mostly Favor- Able</u>	<u>Mostly Unfavor- Able</u>	<u>Very Unfavor- Able</u>	<u>Never Heard Of</u>	<u>Can't Rate</u>
e.	Bill Clinton	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.	The National Rifle Association	16	28	24	21	1	10=100
	June, 1995	16	28	24	24	2	6=100
	July, 1994	19	36	21	16	1	7=100
g.	Colin Powell	26	36	12	5	7	14=100
	February, 1995	31	36	8	3	12	10=100
	December, 1994	31	38	7	2	11	11=100
	July, 1994	33	41	6	2	10	8=100
	June, 1992	30	35	11	4	10	10=100
	March, 1991	51	28	2	1	7	11=100
h.	Newt Gingrich	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
i.	Hillary Clinton	16	33	25	22	*	4=100
	July, 1994	19	38	22	18	1	2=100
	May, 1993	19	41	18	11	1	10=100
j.	Bill Bradley	8	25	14	5	20	28=100
	June, 1992	8	27	17	6	22	20=100
	May, 1990	6	23	6	2	40	23=100

ON A DIFFERENT SUBJECT...

Q.13 What is your impression ... These days are relations between the U.S. and China improving, getting worse, or staying about the same?

- 16 Improving -- **GO TO Q.14**
- 22 Getting worse -- **GO TO Q.13a**
- 53 Staying about the same -- **GO TO Q.14**
- 9 Don't know/Refused -- **GO TO Q.14**
- 100

IF "GETTING WORSE" IN Q.13

Q.13a Do you think the U.S. should try to promote democracy in China, even if it risks worsening relations with China? OR, do you think the U.S. should not get involved in China's domestic affairs, even if it means over-looking human rights abuses?

- 29 U.S. should promote democracy
- 66 U.S. should not get involved
- 5 Don't know/Refused
- 100
- (N=332)

NOW, ON ANOTHER SUBJECT ...

Q.14 In general, are you happy or unhappy that the Republican Party won control of the U.S. Congress?

		<u>June</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>March</u> <u>1995</u>	<u>Dec</u> <u>1994</u>
50	Happy	46	52	55	57
39	Unhappy	41	36	31	31
<u>11</u>	Don't know/refused	<u>13</u>	<u>12</u>	<u>14</u>	<u>12</u>
100		100	100	100	100

Q.15 In dealing with Congress, do you think President Clinton... **(READ)**

April
1995

26	Should go along with the Republicans more often?	25
27	Should challenge the Republicans more often?	27
38	Is handling the situation about right?	41
2	Neither (VOL)	2
<u>7</u> 100	Don't know/Refused (DO NOT READ)	<u>5</u> 100

NOW I'D LIKE TO ASK YOU TO RATE YOURSELF AND OTHER PEOPLE ON A SCALE OF 1 TO 6. SPLIT FORM ITEMS 16 AND 17

Q.16/17 If "1" represents someone who believes that government programs should be cut back very much in order to lower taxes and reduce the power of government, and "6" represents someone who feels that government programs that help needy people and deal with important national problems should be maintained, where on the scale of 1 to 6 would you place yourself? And where on the scale would you place...? (INSERT NAME, ROTATE b-g)

		<u>Anti-Government</u>	<u>Government Activist</u>	<u>Don't know</u>	<u>Average Rating</u> ⁹
a.	Self	45	53	2=100	4
b.	Bill Clinton	35	61	4=100	4
c.	Bob Dole	55	30	15=100	3
d.	Newt Gingrich	59	23	18=100	3
e.	Phil Gramm	38	22	40=100	3
f.	Colin Powell	32	34	34=100	4
g.	Al Gore	33	53	14=100	4

	<u>SUMMARY OF SELF vs. CLINTON</u>	<u>SUMMARY OF SELF vs. DOLE</u>	<u>SUMMARY OF SELF vs. GINGRICH</u>
Self more "Conservative"	40	24	21
Self less "Conservative"	35	43	48
Self same	19	18	13
Other	<u>6</u> 100	<u>15</u> 100	<u>18</u> 100

⁹ Based among those who could rate each.

SPLIT FORM Q. 18 AND Q.19**FORM 1 ONLY: [N=735]**

Q.18 In order to overcome past discrimination, do you favor or oppose affirmative action programs designed to help blacks, women and other minorities get better jobs and education?

<u>Total</u>		<u>Men</u>	<u>Women</u>	<u>White</u>	<u>Non-White</u>
58	Favor	51	64	53	90
36	Oppose	42	31	40	9
$\frac{6}{100}$	Don't know/Refused	$\frac{7}{100}$	$\frac{5}{100}$	$\frac{7}{100}$	$\frac{1}{100}$

FORM 2 ONLY: [N=741]

Q.19 In order to overcome past discrimination, do you favor or oppose affirmative action programs, which give special preferences to qualified blacks, women and other minorities in hiring and education?

<u>Total</u>		<u>Men</u>	<u>Women</u>	<u>White</u>	<u>Non-White</u>
46	Favor	40	52	41	79
46	Oppose	54	39	51	15
$\frac{8}{100}$	Don't know/Refused	$\frac{6}{100}$	$\frac{9}{100}$	$\frac{8}{100}$	$\frac{6}{100}$

ASK ALL:

ON A DIFFERENT SUBJECT...

Q.20 Based on what you know, who would you say has a better approach to reducing the federal budget deficit and balancing the budget -- President Clinton and the Democrats or the Republicans in Congress?

34 Clinton and the Democrats

49 Republicans

2 Both (**VOL.**)

15 Don't know/Refused
100

Q.21 And based on what you know, who would you say has a better approach to reforming affirmative action programs -- President Clinton and the Democrats or the Republicans in Congress?

41 Clinton and the Democrats

44 Republicans

1 Both (**VOL.**)

14 Don't know/Refused
100

Q.22 In order to balance the federal budget in 7 years, leaders in Congress have proposed a series of cuts in federal spending. Please tell me if you approve or disapprove of each of the following. (First,) do you approve or disapprove of proposals to...(READ AND ROTATE) REPEAT FOR NEXT ITEM: And how do you feel about proposals to...

	<u>Approve</u>	<u>Disapprove</u>	<u>DK</u>
a. Cut the budget of the Environmental Protection Agency by 30%.	39	57	4=100
b. Reduce the rate of growth in spending on Medicare.	34	61	5=100
c. Cut funding for public housing programs.	37	59	4=100
d. Eliminate the National Service Corps, which gives young people money for college tuition in return for volunteer service.	32	65	3=100
e. Discontinue summer jobs programs for youths.	21	77	2=100
f. Reduce federal funding for low income school districts.	21	76	3=100
g. Reduce spending on food stamps.	58	36	6=100
h. Cut funding for foreign aid.	76	21	3=100
i. Cut the budget of the National Endowment for the Arts and Humanities.	52	41	7=100

NO QUESTION 23

ASK ALL:

NOW ON A COMPLETELY DIFFERENT SUBJECT...

Q.24 From what you've heard or read about Bill and Hillary Clinton's involvement with the Whitewater Development Corporation and a failed Savings and Loan bank in Arkansas, do you think the Clintons are...
(READ)

		<i>---Newsweek Poll---</i>		
		March	March 11	Jan
		<u>1994</u>	<u>1994</u>	<u>1994</u>
15	NOT guilty of any wrongdoing	13	14	19
48	Guilty of only MINOR offenses	52	44	31
OR				
24	Guilty of SERIOUS offenses	15	20	14
<u>13</u>	Don't know	<u>20</u>	<u>22</u>	<u>36</u>
100		100	100	100

SPLIT FORM ITEMS Q.25 AND Q.26

FORM 1 ONLY: [N=735]

Q.25 Do you think the media is giving TOO MUCH attention to the Whitewater case and the White House handling of it, TOO LITTLE attention, or about the right amount?

		<i>---Newsweek Poll---</i>	
		March	March 11
		<u>1994</u>	<u>1994</u>
45	Too much attention	55	44
15	Too little attention	7	10
37	About the right amount	33	36
<u>3</u>	Don't know/Refused	<u>5</u>	<u>10</u>
100		100	100

FORM 2 ONLY: [N=741]

Q.26 Do you think the Congress is giving TOO MUCH attention to the Whitewater case and the White House handling of it, TOO LITTLE attention, or about the right amount?

- 49 Too much attention
- 12 Too little attention
- 36 About the right amount
- $\frac{3}{100}$ Don't know/Refused

SPLIT FORM QUESTIONS 27 & 28

FORM 1 ONLY: [N=735]

Q.27 Do you think the media is giving TOO MUCH attention to the sexual harassment charges leveled against Senator Bob Packwood, TOO LITTLE attention, or about the right amount?

- 28 Too much attention
- 14 Too little attention
- 52 About the right amount
- $\frac{6}{100}$ Don't know/Refused

FORM 2 ONLY: [N=741]

Q.28 Do you think the Congress is giving TOO MUCH attention to the sexual harassment charges leveled against Senator Bob Packwood, TOO LITTLE attention, or about the right amount?

- 27 Too much attention
- 19 Too little attention
- 48 About the right amount
- $\frac{6}{100}$ Don't know/Refused

TIMES MIRROR DATABASE
PUBLIC ATTENTIVENESS TO MAJOR NEWS STORIES
(1986 - 1995)

**PERCENT FOLLOWED
VERY CLOSELY**

- 80 Explosion of the Space Shuttle Challenger (July 86)
- 73 Destruction caused by the San Francisco earthquake (Nov 89)
- 70 Verdict in Rodney King case and following riots and disturbances (May 92)
- 69 Little girl in Texas who was rescued after falling into a well (Oct 87)
- 67 War's end and the homecoming of U.S. forces from the Gulf (March 91)
- 66 Hurricane Andrew (Sept 92)
- 66 Iraq's invasion of Kuwait and the deployment of U.S. forces to Saudi Arabia (Aug 90)
- 65 The Floods in the Midwest (Aug 93)
- 63 Earthquake in Southern California (Jan 94)
- 63 Iraq's occupation of Kuwait and the deployment of U.S. forces to the Persian Gulf (Oct 90)
- 63 Iraq's occupation of Kuwait and the deployment of U.S. forces to the Persian Gulf (Sept 90)
- 62 Iraq's occupation of Kuwait and the presence of U.S. forces in the Persian Gulf (Nov 90)
- 62 Recent increases in the price of gasoline (Oct 90)
- 60 Invasion of Panama (Jan 90)
- 60 Destruction caused by Hurricane Hugo (Oct 89)
- 59 Iraq's occupation of Kuwait and the presence of U.S. forces in the Persian Gulf (Jan 91)
- 58 The Oklahoma City bombing (June 95)
- 58 U.S. air strikes against Libya (July 86)
- 57 The plight of the American hostages and other Westerners detained in Iraq (Sept 90)
- 57 Recent increase in the price of gasoline (Aug 90)
- 56 Recent increases in the price of gasoline (Sept 90)
- 53 Crash of a United Airlines DC-10 in Sioux City, Iowa (Aug 89)
- 52 Deployment of U.S. Forces to Somalia (Jan 93)
- 52 Alaska Oil Spill (May 89)
- 51 News about cold weather in Northeast and Midwest (Jan 94)
- 51 The release of American hostages and other westerners from Iraq and Kuwait (Jan 91)
- 51 Supreme Court decision of flag burning (July 89)
- 50 Waco, Texas Incident (May 93)
- 50 Opening of the Berlin Wall between East and West Germany (Nov 89)
- 50 Flight of the space shuttle (Oct 88)
- 49 Clinton Admin.'s health care reform proposal (Sept 93)
- 49 Reports about the condition of the U.S. economy (Mar 93)
- 49 The plight of American hostages and other Westerners detained in Iraq and Kuwait (Nov 90)
- 49 Murder of Marine Lt. Col. Higgins in Lebanon, and negotiations to free the other hostages in the Mideast (Aug 89)
- 49 Drought and its effects on American farmers (Aug 88)
- 49 Bill Clinton's economic plan (Mar 93)
- 48 The arrest of O.J. Simpson for the alleged murder of his former wife and a male companion (June 94)
- 48 TWA hostage crisis that took place last summer in Beirut, Lebanon (July 86)

PERCENT FOLLOWED

VERY CLOSELY

- 47 Rodney King trial and verdict in Los Angeles (May 93)
- 47 Reports about the condition of the U.S. economy (Apr 92)
- 47 Reports about the condition of the U.S. economy (Feb 92)
- 47 Breakup of the Soviet Union following the failed coup to depose of Mikhail Gorbachev (Oct 91)
- 47 The plight of American hostages and other Westerners detained in Iraq and Kuwait (Oct 90)
- 47 Political upheaval in China (July 89)
- 47 Supreme Court decision on abortion (July 89)
- 46 Videotaped beating by Los Angeles police of a suspect they apprehended in an auto chase (March 91)
- 46 Nuclear accident at Chernobyl in the Soviet Union (July 86)
- 46 Freeing of two Americans who had been held hostage in the Mideast (May 90)
- 45 Attack on figure skater Nancy Kerrigan (Jan 94)
- 45 The Clinton administration's health care reform proposals (Dec 93)
- 45 Bill Clinton's attempts to lift the ban on gays in the military (Mar 93)
- 44 The fires in southern California (Dec 93)
- 44 Clinton Administration's health care reform proposals (Oct 93)
- 44 Bill Clinton's decision to ease ban on homosexuals in the military (Aug 93)
- 44 Reports about the condition of the U.S. economy (Jan 92)
- 44 The release of the last American hostages being held in Lebanon (Dec 91)
- 43 Reports about the condition of the U.S. economy (Sept 92)
- 43 Reports about the condition of the U.S. economy (Dec 91)
- 43 News about the presidential campaign in 1988 (Oct 88)
- 42 Reports about the condition of the U.S. economy (Jan 93)
- 42 The presidential election campaign (Sept 92)
- 42 Hot weather this summer and the greenhouse effect (Aug 88)
- 42 Downing of an Iranian passenger plane by a U.S. Navy ship (Aug 88)
- 41 News about the Outcome of the Elections (Dec 94)
- 41 Reports about the condition of the U.S. economy (Aug 93)
- 41 News regarding harassment charges raised against supreme court nominee Clarence Thomas (Oct 91)
- 40 Amtrack train wreck (Sept 93)
- 40 Bush administration's plan to deal with this country's drug problem (Sept 89)
- 40 The stock market crash (Oct 87)

- 39 Passage of NAFTA (Dec 93)
- 39 Reports about the condition of the U.S. economy (May 92)
- 39 Reports about the condition of the U.S. economy (Nov 90)
- 39 News about the presidential campaign in 1988 (Aug 88)
- 38 The U.S. Intervention in Haiti (Oct 94)
- 38 Clinton administration's health care reform proposals (Jan 94)
- 38 President Bush's heart problem (May 91)
- 38 News about the candidates and elections in your state (Nov 90)
- 38 Soviet President Mikhail Gorbachev's visit to the U.S. for a Summit meeting (June 90)
- 38 Drug use and efforts to combat it (Jan 90)
- 38 U.S. Navy escort of Kuwaiti oil tankers in the Persian Gulf (Sept 87)
- 37 The Floods in California (March 95)
- 37 Clinton administration's health care reform proposals (May 94)
- 37 Passage of Brady gun bill (Dec 93)
- 37 Reports about the condition of the U.S. economy (Sept 93)

PERCENT FOLLOWED VERY CLOSELY

- 37 Reports about the condition of the U.S. economy (May 93)
- 37 U.S. Navy escort of Kuwaiti oil tankers in the Persian Gulf (Oct 87)
- 37 Stories about Dan Quayle, the Republican Vice-Presidential candidate (Aug 88)
- 37 Sentencing of Oliver North (July 89)
- 36 The Movement of Iraqi Troops Toward the Kuwait Border (Oct 94)
- 36 Congressional ban on assault weapons (May 94)
- 36 Death and funeral of Richard M. Nixon (May 94)
- 36 Reports about the condition of the U.S. economy (Dec 93)
- 36 Tourists murders in Florida (Sept 93)
- 36 Congressional check bouncing scandal (Apr 92)
- 36 Reports about the condition of the U.S. economy (Oct 91)
- 36 The situation of the Kurds in northern Iraq and allied attempts to help them (May 91)
- 36 Reports about the condition of the U.S. economy (March 91)
- 36 Reports about the condition of the U.S. economy (Jan 91)
- 36 The murder of five people by a serial killer around the University of Florida campus in Gainesville (Sept 90)
- 35 Race for the Democratic presidential nomination (Apr 92)
- 35 Federal Reserve Bank's interest rate reduction (Jan 92)
- 35 The major job cuts announced by General Motors (Jan 92)
- 35 The Standoff in Baghdad between the Iraqis and UN weapons inspectors (Oct 91)
- 35 Reports about the condition of the U.S. economy (July 91)
- 35 Attempts to change the abortion laws (Dec 89)
- 35 Hijacking of the Achille Lauro cruise ship in the Mediterranean (July 86)
- 35 Explosion and fire on the U.S. Battleship Iowa (May 89)
- 34 The Clinton administration's health care reform proposals (June 94)
- 34 Reports about condition of the U.S. Economy (Jan 94)
- 34 Situation in Somalia (Oct 93)
- 34 Statements by Japanese leaders that American workers are lazy (Feb 92)
- 34 Civil war in Iraq between Shiite Iraqis and forces loyal to Saddam Hussein (March 91)
- 34 Congressional and administration efforts to reach a budget deficit agreement (Nov 90)
- 34 Attempts by Congress and the Administration to find ways to reduce the budget deficit (Oct 90)
- 34 Reports about flooding in Texas and other southwestern states (June 90)
- 34 The war between the Colombian government and the major drug traffickers (Sept 89)
- 33 Condition of the U.S. Economy (May 94)
- 33 Condition of the U.S. economy (Oct 93)
- 33 The winter Olympics (Feb 92)
- 33 The nomination to the U.S. Supreme Court of Clarence Thomas to replace retiring Justice Thurgood Marshall (July 91)
- 33 Reports about the condition of the U.S. economy (May 91)
- 33 Crash of the Colombian airliner near Kennedy airport in New York (Feb 90)
- 33 Congressional hearings about the Iran-Contra affair (Sept 87)
- 33 Guilty verdict in the trial of televangelist Jim Bakker (Oct 89)
- 32 The Debate in Congress about Health Care Reform (Oct 94)
- 32 The Clinton administration's health care reform proposals (Sept 94)
- 32 Caning of American youth in Singapore (May 94)
- 32 The Presidential election campaign (May 92)
- 32 Mike Tyson's rape trial (Feb 92)

PERCENT FOLLOWED VERY CLOSELY

- 32 Criticisms of George Bush for being inconsistent in what he said about taxes and what he said about Persian Gulf policy (Nov 90)
- 31 Deployment of U.S. Forces to Haiti (Dec 94)
- 31 Mikhail Gorbachev's resignation as the Soviet Union came to an official end (Jan 92)
- 31 Commemoration of the 50th anniversary of the Japanese attack on Pearl Harbor (Dec 91)
- 31 President Bush's announcement of major nuclear arms reductions (Oct 91)
- 31 The closing of military bases around the country (July 91)
- 31 Celebration of Earth Day (May 90)
- 31 The World Series (Oct 88)
- 31 Flight of East German refugees to West Germany (Oct 89)
- 31 Oliver North trial (May 89)
- 30 The O.J. Simpson case (Sept 94)
- 30 Passage of the crime bill in Congress (Sept 94)
- 30 The debate in Congress over Bill Clinton's budget (Aug 93)
- 30 Reports about the White House task force on health care reform headed by Hillary Clinton (May 93)
- 30 The end of Mikhail Gorbachev's rule, as a new commonwealth was formed to replace the Soviet Union (Dec 91)
- 30 Reports about the condition of the U.S. economy (Aug 90)
- 30 Freeing of jailed black South African leader Nelson Mandela (March 90)
- 30 Banishment of Pete Rose from baseball for life (Sept 89)
- 30 The Democratic convention (Aug 88)
- 30 President Bush's call for higher taxes to help reduce the federal deficit (July 90)

- 29 The flight of Cuban refugees (Sept 94)
- 29 Reports about the condition of the U.S. economy (Sept 90)
- 29 Reports about the fires in Southern California (July 90)
- 29 Lithuania's declaration of independence from the Soviet Union and Moscow's response (April 90)
- 29 Suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a black man (Feb 90)
- 29 Political changes taking place in Czechoslovakia, Hungary and East Germany (Jan 90)
- 29 Political changes in East Germany and the flight of refugees to West Germany (Nov 89)
- 29 Attack and sexual assault on a female jogger in Central Park, New York, by a group of youths (May 89)
- 29 Failed coup attempt against Panamanian strongman Noriega (Oct 89)
- 28 A Proposal in Congress to Reduce the Growth in the Rate of Spending on Medicare (June 95)
- 28 Reports about the Condition of the U.S. Economy (Dec 94)
- 28 Reports about the White House task force on health care headed by Hillary Clinton (June 93)
- 28 Accounts about U.S. troops in Somalia (Mar 93)
- 28 Creation of White House task force on health care reform headed by Hillary Clinton (Mar 93)
- 28 Supreme Court deliberations re legality of PA abortion restrictions (May 92)
- 28 The death of 87 people in a fire at a social club in the Bronx, New York (April 90)
- 28 Political changes taking place in the Soviet Union (March 90)
- 28 Arrest of Washington's Mayor Barry on drug use charges (Feb 90)
- 28 The revolution in Romania (Jan 90)
- 28 Political changes taking place in Czechoslovakia, Hungary and East Germany (Dec 89)
- 28 Problems at nuclear reactor plants (Oct 88)
- 28 The end of Gary Hart's candidacy and the Donna Rice allegations (Sept 87)

**PERCENT FOLLOWED
VERY CLOSELY**

- 27 A PROPOSAL IN CONGRESS TO REDUCE THE GROWTH IN THE RATE OF SPENDING ON MEDICARE (AUG 95)**
- 27 Reports about the condition of the U.S. Economy (March 95)
- 27 Reports about the condition of the U.S. economy (Oct 94)
- 27 Reports about N. Korea's building of nuclear weapons and refusal to allow UN inspections (June 94)
- 27 Reports about the White House task force on health care reform headed by Hillary Clinton (Aug 93)
- 27 Republican opposition to Bill Clinton's economic stimulus package (May 93)
- 27 The Clinton administration's decision to allow women to serve in naval and air combat roles (May 93)
- 27 William Kennedy Smith rape trial (Dec 91)
- 27 Deployment of U.S. marines to Liberia to protect the lives of Americans caught in the civil war (Aug 90)
- 27 Lithuania's declaration of independence from the Soviet Union and Moscow's response (May 90)
- 27 Acquittal of the owners of the McMartin Day Care Center in California who were charged with sexually abusing children (Feb 90)
- 27 The NFL playoffs (Jan 90)
- 27 The Republican convention (Aug 88)
- 26 THE DEBATE IN CONGRESS OVER WELFARE REFORM (AUG 95)**
- 26 Reports about the Condition of the U.S. Economy (June 95)
- 26 The gas attack on the Tokyo subway (March 95)
- 26 Passage of Proposition 187 (Dec 94)
- 26 Bill Clinton's State of the Union address (Jan 94)
- 26 Trial of Lorena Bobbitt for sexual mutilation of husband (Jan 94)
- 26 Court ruling that ordered baby Jessica to her natural parents (Aug 93)
- 26 Networks decision to broadcast parental warning before violent programs (Aug 93)
- 26 The Clinton administration's policies about the situation in Bosnia (June 93)
- 26 Russia and the U.S. reach an agreement to sharply reduce their nuclear arsenals (Jan 93)
- 26 President Bush's state of the union address (Feb 92)
- 26 Charges that the White House Chief of Staff used military airplanes and government cars for personal trips (July 91)
- 26 Concerns about Dan Quayle's ability to serve as President (May 91)
- 26 Bush/Gorbachev summit meeting in Helsinki (Sept 90)
- 26 The death of Hank Gathers, a college basketball player, during a game (April 90)
- 26 Political changes taking place in Czechoslovakia, Hungary and East Germany (Feb 90)
- 26 Passage in Congress of a bill to bail out ailing savings and loan institutions (Aug 89)
- 25 The Earthquake in Japan (Feb 95)
- 25 The O.J. Simpson Case (Oct 94)
- 25 Reports about the condition of the U.S. Economy (June 94)
- 25 Case of Virginia woman accused of sexually mutilating her husband (Dec 93)
- 25 Supreme court decision allowing laws that bar federally funded agencies from discussing abortion (July 91)
- 25 Supreme Court's hearing of arguments in a Missouri abortion case (May 89)
- 24 THE DEATH OF MICKEY MANTLE (AUG 95)**
- 24 Recent Violence in Abortion Clinics (Feb 95)
- 24 The debate about whether to use U.S. airstrikes against Serbian forces in Bosnia (May 93)
- 24 Controversy over Zoe Baird and Kimba Wood hiring illegal aliens (Mar 93)
- 24 Bill Clinton's cabinet choices and other high level appointments (Jan 93)
- 24 Race for the Republican presidential nomination (Apr 92)
- 24 The breast implant controversy (Feb 92)
- 24 Charges that Reagan campaign officials made a deal with Iran to hold up release of the hostages until after the 1980 Presidential campaign (July 91)
- 24 Charges that White House Chief of Staff used military airplanes for personal trips (May 91)
- 24 Supreme Court decision that found laws against flag burning unconstitutional and the attempt in Congress to amend the Constitution (July 90)
- 24 Nelson Mandela's visit to the U.S. (July 90)

PERCENT FOLLOWED VERY CLOSELY

- 24 Deployment of the Hubble Space Telescope (May 90)
- 24 Difficulties the government is having in getting people to fill out Census forms (May 90)
- 24 The NCAA Basketball playoffs (April 90)
- 24 Supreme Court decision regarding a person's right to die (July 90)
- 23 The Activities of the New Republican Leaders in Congress (March 95)
- 23 The O.J. Simpson Case (March 95)
- 23 The Drop in the Value of the American Dollar (March 95)
- 23 Reports about the Condition of the U.S. Economy (Feb 95)
- 23 The O.J. Simpson Case (Feb 95)
- 23 The O.J. Simpson Case (Dec 94)
- 23 News about Candidates and Election Campaigns in Your State and District (Oct 94)
- 23 Discussion of a U.S. invasion of Haiti (Sept 94)
- 23 Peace accords between Israel & PLO (Sept 93)
- 23 Civil war in Bosnia (May 93)
- 23 George Bush's presidential pardon of Weinberger and five others involved in Iran Contra affair (Jan 93)
- 23 Cyclone that devastated Bangladesh (May 91)
- 23 Attempt in Idaho to pass a bill that would severely restrict abortions (April 90)
- 23 Greyhound bus drivers' strike (April 90)
- 23 Discussion of the reunification of Germany (March 90)
- 23 The World Series (Nov 89)
- 22 Civil War in Bosnia (June 95)
- 22 The Defeat in Congress of the Balanced Budget Amendment (March 95)
- 22 Questions about Bill and Hillary Clinton's failed Whitewater real estate investment in Arkansas (May 94)
- 22 Election in South Africa (May 94)
- 22 Bill Clinton's economic conference in Little Rock with leading economists, policy experts and business leaders (Jan 93)
- 22 Protests and demonstrations at abortion clinics in Wichita, Kansas (Oct 91)
- 22 Congressional hearings about U.S. Persian Gulf policy (Jan 91)
- 22 Reunification of Germany (Oct 90)
- 22 Washington Mayor Barry's trial (July 90)
- 22 The 54 year old Oregon woman suffering from Alzheimer's who ended her life by using a suicide machine (July 90)
- 22 President Bush's visit to Colombia to attend a drug summit (March 90)
- 22 The Super Bowl (Feb 90)
- 22 Letter bombings of federal judges (Jan 90)
- 22 Discoveries made by the spacecraft Voyager 2 (Sept 89)
- 22 Trial of televangelist Jim Bakker (Sept 89)
- 22 April hijacking of a Kuwaiti airplane by Shiite Moslems (May 88)
- 22 Cease fire in the war between Iran and Iraq (Aug 88)
- 22 News about the presidential campaign in 1988 (May 88)
- 22 Charges that Pete Rose has bet on baseball games (July 89)
- 21 Debate about NAFTA (Oct 93)
- 21 Debate about NAFTA (Sept 93)
- 21 Bill Clinton's nomination and then withdrawal of Lani Guinier as civil rights division head (June 93)
- 21 U.S. and its allies establishing a no fly zone over the skies of southern Iraq (Sept 92)
- 21 Execution in CA of convicted killer Robert Alton Harris (May 92)
- 21 Alleged rape of a young woman at the Kennedy family's Palm Beach estate (May 91)
- 21 Controversy surrounding the way Roseanne Barr sang the National Anthem at a San Diego Padres baseball game (Aug 90)
- 21 Tensions between Moscow and the Baltic Republics of Latvia, Estonia and Lithuania who wish to secede from the Soviet Union (June 90)

**PERCENT FOLLOWED
VERY CLOSELY**

- 21 Discussions about German reunification (April 90)
- 21 Political changes taking place in Czechoslovakia, Hungary, East Germany and other countries of Eastern and Central Europe (March 90)
- 21 Scandal involving HUD (Aug 89)
- 20 Mikhail Gorbachev's political problems in the Soviet Union (March 91)
- 20 Resignation of British Prime Minister Margaret Thatcher and the election of her successor (Jan 91)
- 20 The murder on a New York subway platform of a Utah man attempting to protect his family from attack by teenage muggers (Sept 90)
- 20 Earthquake in Iran (July 90)
- 20 Gorbachev/Bush summit (Dec 89)
- 20 Attempts by the U.S. government to depose General Noriega in Panama (May 88)
- 20 Post-season baseball playoffs (Oct 89)

- 19 PROPOSALS TO ELIMINATE AFFIRMATIVE ACTION PROGRAMS (AUG 95)**
- 19 THE O.J. SIMPSON TRIAL (AUG 95)**
- 19 The Activities of the New Republican Leaders in Congress (Feb 95)
- 19 Recent Comments by Sen. Jesse Helms about President Clinton (Dec 94)
- 19 News about the candidates and election campaigns in your state (Sept 94)
- 19 Yeltsin's conflict with the Russian Parliament (Oct 93)
- 19 Confrontation between Haitian military leaders and the U.S. and UN (Oct 93)
- 19 The civil war in Bosnia (Aug 93)
- 19 The Republican primary in New Hampshire (Feb 92)
- 19 The Democratic primary in New Hampshire (Feb 92)
- 19 Attempts by Congress and the Administration to find ways to reduce the budget deficit (Aug 90)
- 19 Elections in Nicaragua (March 90)
- 19 Coup attempt against the Filipino government (Dec 89)
- 19 Attempts in Congress to repeal the new catastrophic health insurance plan (Oct 89)
- 19 Incidents of racial violence in New York City and Virginia Beach (Sept 89)
- 19 Discussions of a U.S. Soviet arms agreement (Sept 87)
- 18 THE DEBATE IN CONGRESS OVER THE FEDERAL BUDGET (AUG 95)**
- 18 CONGRESSIONAL HEARINGS ABOUT THE FEDERAL RAID ON THE BRANCH DAVIDIAN COMPOUND IN WACO (AUG 95)**
- 18 The civil war in Bosnia (May 94)
- 18 Reports of sexual abuses by Catholic priests (Dec 93)
- 18 Yeltsin's decision to dissolve Russian Parliament (Sept 93)
- 18 Nomination of Ruth Bader Ginsburg to the Supreme Court (Aug 93)
- 18 The controversy over Bill Clinton's \$200 haircut on the runway in Los Angeles (June 93)
- 18 Tennis star Arthur Ashe's announcement that he has AIDS (May 92)
- 18 News about the candidates and election campaigns in your state (Oct 90)
- 18 Special meetings between the Bush Administration and Congressional Leaders to find ways to reduce the federal deficit (June 90)
- 18 Continuing news about the Savings and Loan scandal (June 90)
- 18 Reports about renewed inflation and rising interest rates (May 90)
- 18 Senator Moynihan's proposal to cut social security taxes (Feb 90)
- 18 The stock market crash (May 88)
- 18 Conflict in the Middle East between Palestinians and the Israelis in the occupied territories (May 88)
- 17 Retirement of Michael Jordan (Oct 93)
- 17 President Bush's decision to lift the trade embargo on South Africa (July 91)
- 17 Racial tension in New York City resulting from the Bensonhurst trial verdict and the black boycott of Korean grocers (June 90)
- 17 Discussions between the American and Japanese governments about trade issues (April 90)
- 17 A custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents (March 90)

**PERCENT FOLLOWED
VERY CLOSELY**

- 17 Nomination of Robert Bork to serve on the U.S. Supreme Court (Sept 87)
- 16 THE CIVIL WAR IN BOSNIA (AUG 95)**
- 16 Charges by a U.S. Senator That the Entertainment Industry Has Contributed to the Moral Decay of the Nation (June 95)
- 16 The Debate over the International Trade Agreement Called GATT (Dec 94)
- 16 Civil war in Bosnia (Oct 93)
- 16 The gay march on Washington (May 93)
- 16 David Duke's announcement that he will run for the Republican presidential nomination (Dec 91)
- 16 Nomination of David Souter to the U.S. Supreme Court to replace Justice William Brennan (Aug 90)
- 16 Washington DC Mayor Marion Barry's trial ending in a mistrial (Aug 90)
- 16 Financial troubles of Donald Trump (July 90)
- 16 Dispute between the President and Congress over allowing Chinese students to remain in America (Feb 90)
- 15 The Passage of the Budget Resolutions in Congress (June 95)
- 15 O. J. Simpson Trial (June 95)
- 15 The Sinking of the Finnish Ferry Boat in the Baltic Sea (Oct 94)
- 15 The Baseball Strike (Oct 94)
- 15 Paula Jones' sexual harassment charges against Bill Clinton (May 94)
- 15 Civil war in Bosnia (Dec 93)
- 15 Michael Jackson's personal problems (Dec 93)
- 15 Civil war in Bosnia (Sept 93)
- 15 The civil war in Bosnia (Mar 93)
- 15 The civil war in Bosnia (Jan 93)
- 15 Charges that Ark. Governor Clinton has had extra-marital affairs (Feb 92)
- 15 President Bush's decision to postpone loan guarantees to Israel (Oct 91)
- 15 Resignation of Soviet Foreign Minister Eduard Shevardnadze (Jan 91)
- 15 Senate confirmation of Supreme Court Justice David Souter (Oct 90)
- 15 Controversy over the exclusion of blacks from membership in many country clubs at which national golf championship matches are played (Aug 90)
- 15 Education Summit held by Bush and the nation's Governors (Oct 89)
- 15 Ethics committee's investigation of Speaker of the House Jim Wright (May 89)
- 15 News about the Democratic candidates for the presidential nomination (Oct 87)
- 15 Conflict of interest allegations about Attorney General Ed Meese (May 88)
- 15 Scandal involving HUD (July 89)
- 14 President Clinton's decision to provide loan guarantees to Mexico (Feb 95)
- 14 Continued unrest and violence in Haiti (May 94)
- 14 Questions about Bill and Hillary Clinton's failed Whitewater real estate Investment in Arkansas (Jan 94)
- 14 Resignation of head of national United Way on charges of financial wrong-doing (Apr 92)
- 14 President Bush's educational reform plan (May 91)
- 14 Political unrest and the worsening economic situation in the Soviet Union (May 91)
- 14 Renewed fighting between government and the rebels in El Salvador (Dec 89)
- 14 House approval of a cut in the capital gains tax (Oct 89)
- 14 Spy scandal involving a U.S. Diplomat in Vienna (Aug 89)
- 14 Coverage of Democratic and Republican candidates for the Presidential nomination (Sept 87)
- 14 Pending divorce between Mike Tyson and Robin Givens (Oct 88)
- 13 NEWS ABOUT THE REPUBLICAN PRESIDENTIAL CANDIDATES (AUG 95)**
- 13 The Civil War in Bosnia (Dec 94)
- 13 The Civil War in Bosnia (Oct 94)
- 13 The baseball strike (Sept 94)
- 13 Gore's program to reform federal government (Sept 93)
- 13 Embezzlement charges made against Congressman Rostenkowski (Aug 93)
- 13 Suicide of White House aide Vincent Foster, Jr. (Aug 93)

PERCENT FOLLOWED VERY CLOSELY

- 13 The controversy over the management of the White House travel office (June 93)
- 13 Attacks on foreigners in Germany by neo-nazis (Jan 93)
- 13 Debate and discussion about the free trade agreement between the U.S., Mexico and Canada (Sept 92)
- 13 Referendum on ending white rule in South Africa (Apr 92)
- 13 Celebration of Earth Day (May 92)
- 13 End of UAW strike against Caterpillar Tractor (May 92)
- 13 The BCCI international banking scandal (Oct 91)
- 13 U.S. Department of Education prohibition of racially based college scholarships (Jan 91)
- 13 Worsening economic conditions in the Soviet Union (Sept 90)
- 13 Civil unrest and ethnic violence in Soviet Azerbaijan (Feb 90)
- 13 Resumption of fighting in Nicaragua between the Contras and government forces (Nov 89)
- 13 Elections in Virginia, New Jersey, New York City and other localities (Nov 89)
- 13 News about the Republican candidates for the Presidential nomination (Oct 88)
- 12 The Financial and Political Instability in Mexico (March 95)
- 12 The Debate in Congress over the Balanced Budget Amendment (Feb 95)
- 12 Negotiations to end the baseball strike (Feb 95)
- 12 The civil war in Bosnia (June 94)
- 12 Tribal massacre in Rwanda (May 94)
- 12 Trial of Menendez brothers for murder of their parents (Jan 94)
- 12 Civil war in Bosnia (Jan 94)
- 12 The debate in Congress over Bill Clinton's budget (June 93)
- 12 Nomination of Robert Gates to head the CIA (Oct 91)
- 12 News about the democratic candidates for the presidential nomination (Oct 91)
- 12 Russian President Boris Yeltsin's election victory and visit to the U.S. (July 91)
- 12 The findings of the committee that investigated five senators for doing favors for Charles Keating in exchange for campaign contributions (March 91)
- 12 Major League Baseball's decision to force George Steinbrenner to give up active control of the New York Yankees (Aug 90)
- 12 Pledge of Nelson Mandela's African National Congress to end the armed struggle in South Africa (Aug 90)
- 12 Marital breakup of Donald and Ivana Trump (March 90)
- 12 Solidarity's role in governing Poland (July 89)
- 11 **THE CONGRESSIONAL HEARINGS ABOUT WHITEWATER (AUG 95)**
- 11 News about the Republican Presidential Candidates (June 95)
- 11 The Civil War in Bosnia (March 95)
- 11 The Debate about Federal Funding for Public Broadcasting and the Arts (Feb 95)
- 11 The Outbreak of Plague in India (Oct 94)
- 11 Bill Clinton's summit meetings in Europe and Russia (JAN 94)
- 11 Announcement from London that marriage between Prince Charles and Diana is over (Jan 93)
- 11 Civil War and famine in Somalia (Sept 92)
- 11 The controversy re Governor Clinton's joining ROTC to avoid the draft in 1969 (Feb 92)
- 11 The outbreak of civil war in the former Soviet Republic of Georgia (Jan 92)
- 11 News about the Democratic candidates for the presidential nomination (Jan 92)
- 11 Debate in Washington about a new civil rights bill (July 91)
- 11 Conflict between the Yugoslavian Republics (July 91)
- 11 The incident in Gaza in which a deranged Israeli killed seven Palestinians and the West bank riots that followed (June 90)
- 11 Legalization of banned black opposition groups in South Africa and the promise to free Nelson Mandela (Feb 90)
- 10 Russia's fighting in Chechnya (Feb 95)
- 10 The voter referendum in Russia (May 93)

**PERCENT FOLLOWED
VERY CLOSELY**

- 10 Israel's expulsion of 400 muslim fundamentalists following the murder of an Israeli soldier in the West Bank (Jan 93)
- 10 Civil war in Bosnia (Sept 92)
- 10 Mario Cuomo's decision not to seek the Democratic presidential nomination (Jan 92)
- 10 News about the Democratic candidates for the presidential nomination (Dec 91)
- 10 Japanese purchase of Rockefeller center in New York City (Dec 89)
- 10 The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit (April 90)
- 10 Academy Awards (April 90)

9 THE PURCHASE OF ABC TELEVISION NETWORK BY DISNEY (AUG 95)

- 9 The civil war in Bosnia (Sept 94)
- 9 The World Population Conference in Cairo (Sept 94)
- 9 Discovery of scientific evidence of the beginnings of the universe (May 92)
- 9 Purchase of entertainment giant, MCA by the Japanese consumer electronics company, Matsushita (Jan 91)
- 9 The investigation of five U.S. Senators for doing favors for Charles Keating in exchange for campaign contributions (Jan 91)
- 9 Aids conference in San Francisco (July 90)
- 9 May day protests in Moscow (May 90)
- 9 Bankruptcy of Drexel Burnham Lambert Inc. (March 90)
- 9 Trial of Hotel owner Leona Helmsley for tax evasion (Sept 89)
- 9 Stories about the 20th anniversary of the Woodstock Music Festival (Aug 89)

8 THE DEATH OF JERRY GARCIA (AUG 95)

- 8 CBS's Firing of Connie Chung (June 95)
- 8 The civil war in Bosnia (Feb 95)
- 8 The Debate over the International Trade Agreement Called GATT (Oct 94)
- 8 The IRA cease-fire announcement (Sept 94)
- 8 The resignation of White House Chief of Staff John Sununu (Dec 91)
- 8 Conflict between the Yugoslavian Republics (Oct 91)
- 8 The release of the Kitty Kelley biography of Nancy Reagan (May 91)
- 8 The murder in New York city of Jewish militant rabbi Meir Kahane (Nov 90)

7 ROSS PEROT'S UNITED WE STAND AMERICA POLITICAL CONVENTION IN DALLAS (AUG 95)

- 7 Suicide of rock star Kurt Cobain (May 94)
- 7 Bobby Inman's withdrawal as nominee for Secretary of Defense (Jan 94)
- 7 Summit meeting in Seattle between Bill Clinton and leaders of Asian nations (Dec 93)
- 7 G7 Summit meeting in Tokyo (Aug 93)
- 7 Trial of alleged N.Y. mafia boss John Gotti (Apr 92)
- 7 First reports from the 1990 U.S. census (Sept 90)
- 7 Pat Buchanan's announcement that he will run for the Republican presidential nomination (Dec 91)
- 6 Stock market crash in Japan (May 92)
- 6 William Bennett's change of mind about heading the Republican National Committee (Jan 91)
- 6 Continuing political unrest in the Ukraine and in other republics of the Soviet Union (Nov 90)
- 6 United Nations Children's Summit held in New York (Oct 90)
- 6 Elections in Romania (June 90)
- 6 The visit to the United States of Vaclav Havel, the new president of Czechoslovakia (March 90)
- 6 Trip of high ranking officials to China (Jan 90)
- 6 Scandal involving the Japanese Prime Minister and other high ranking officials (May 89)
- 6 The scandal involving Congressman Barney Frank and a male prostitute (Oct 89)
- 5 Passage of the National Service Act (Sept 93)
- 5 Scandals in the British royal family involving the Duchess of York - Fergie and Princess Diana (Sept 92)
- 5 The conflict between the Yugoslavian Republics (Dec 91)

**PERCENT FOLLOWED
VERY CLOSELY**

- 4 Marital break-up of Prince Andrew and Sarah Ferguson (Apr 92)
- 4 Dismissal of Pakistan's Prime Minister Bhutto by Pakistan's President (Aug 90)
- 4 Civil war in Cambodia (May 90)
- 3 Woody Allen and Mia Farrow's family breakup (Sept 92)
- 2 Tom Cruise's separation from his wife (April 90)