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Election Pleases Voters Despite Mudslinging
CLINTON LEADERSHIP POSITION ENHANCED

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Election Pleases Voters Despite Mudslinging

CLINTON LEADERSHIP POSITION ENHANCED

In the wake of the congressional elections earlier this month, President Clinton's job approval ratings inched upward, sentiment for impeachment remained low, and by almost a two-to-one margin Americans said that Clinton — not the Republican leaders in Congress — should now take the lead in solving the nation's problems. This is a stark turnaround from four years ago, when Clinton's popularity hit rock bottom and the public narrowly preferred Republican congressional leaders take the lead on the issues.

This upbeat picture for Clinton fits public satisfaction with the very closely watched results of the 1998 elections, which saw Democrats pick up five seats in the House of Representatives. Overall, 42% of Americans paid very close attention to the results — making it one of the top Washington political stories of the year and comparable even to the historic 1994 elections, when Republicans wrested control of the House from the Democrats for the first time in 40 years. Moreover, 79% of Americans describe themselves as satisfied with the outcome, a step up from the 70% who felt this way in 1994.

In assessing the elections and President Clinton, Democrats today are overwhelmingly united, notably more so than Republicans. More than 90% of Democrats say they are happy their party picked up seats in the House, compared to 76% of Republicans who are pleased their party retained power there. Fully 70% of Americans do not want Clinton impeached, including 92% of Democrats and 44% of Republicans. More broadly, Clinton's job approval is 65%: 89% among Democrats; 37% among Republicans. These are the principal findings of a Pew Research Center telephone survey of 1,005 adults conducted Nov. 6-10. The survey has a margin of error of +/-3.5%.

When it comes to solving the nation's problems, 49% of Americans want Clinton out in front. Among Democrats, 77% say the President should take the lead, compared to 9% who say GOP congressional leaders. Republicans are more divided: 21% say Clinton should take the lead, just 50% say GOP leaders.

In the survey, which began on the night of Speaker Newt Gingrich's sudden retirement announcement and continued for four days afterward, Republican congressional leaders suffered a drop in approval compared to last summer.

Clinton Should Set Agenda

	Dec 1994 %	Nov 1996* %	Nov 1998 %
<i>Who should take the lead in solving nation's problems?</i>			
Clinton	39	45	49
GOP cong'l leaders	43	30	26
Both	10	19	16
Don't know	<u>8</u>	<u>6</u>	<u>9</u>
	100	100	100

* Based on voters

Today, 41% of Americans approve of the GOP leaders' job performance, down 7 percentage points from a peak in late August. Just 29% of the public trusts the Republicans to make the right decision on impeachment, compared to 44% who trust the Democrats. Again, Democrats have more faith in their party than Republicans do in theirs (79% vs. 63%).

More Americans are happy the Democrats gained seats in the House than are happy the Republicans kept control (56% vs. 47%). Republicans were almost as satisfied as Democrats with the outcome of the elections (75% vs. 81%).

Very few GOP voters were motivated by a desire to curtail Clinton's authority. Only one-in-ten say their vote for a Republican was a vote to try to control President Clinton's power. Two years ago, twice as many people (22%) cast anti-Clinton votes. Those who voted Democratic are more likely to say theirs was a vote to control the Republicans' power (24%). Nonetheless, most Republican and Democratic voters say they were voting more for the candidate personally than for or against either political party (62% and 51%, respectively).

Democrats Happier			
	--- Party ID ---		
<i>Are you happy the GOP kept control of the House?</i>	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %
Happy	76	17	49
Unhappy	9	64	24
Don't know	<u>15</u>	<u>19</u>	<u>27</u>
	100	100	100
<i>Are you happy the Dems gained seats?</i>			
Happy	22	92	53
Unhappy	59	3	20
Don't know	<u>19</u>	<u>5</u>	<u>27</u>
	100	100	100

Poorly Attended Election — Followed Closely

Although the elections did not produce the partisan upheaval seen four years ago, Americans paid just as close attention to news about the outcome of this year's contests as they did to the results in 1994. Some 42% of Americans followed news stories about election results very closely this year, about the same as in 1994 (41%). Although news coverage of the 1998 elections focused largely on the unexpectedly strong showing by Democratic candidates, it was Republicans who paid the most attention to the election news — as they had in 1994. Nearly half of Republicans (48%) followed the results very closely this year, compared to 43% of Democrats and 37% of Independents.

Republicans also paid more attention to another major story that broke following the election — Newt Gingrich's decision to step down as Speaker of the House of Representatives. Fully 42% of Republicans followed this story very closely, compared to 35% of Democrats and 30% of Independents. Another story coming out of this year's election drew substantially less interest nationwide: Just 20% of Americans paid close attention to news about the election of former professional wrestler Jesse Ventura as governor of Minnesota.

Two other major stories captured the public's attention in recent weeks. News about the

devastation in Central America caused by Hurricane Mitch was followed very closely by more than one-third of Americans (36%) and was of more interest than any other major news story — including the elections — to Hispanics (39% followed very closely).

One-in-three Americans (34%) also paid very close attention to news about John Glenn's flight on the space shuttle Discovery. Not surprisingly, the oldest man in space drew the most attention from fellow seniors. More than half of those 65 or older (52%) followed news about the trip very closely, compared to just 25% of those under 30.

Other stories in the news drew less interest. Just 18% of Americans paid very close attention to news about the recent Mideast peace agreement, while 16% very closely followed news about the murder of a New York doctor who performed abortions. Only 12% of the public followed news about the government's trial against computer software giant Microsoft very closely.

Voters Got Information Amid the Mudslinging

Not only are voters mostly satisfied with the outcome of the 1998 elections, they are fairly positive about the process itself compared to 1994. Fully 59% say that they learned enough to make an informed choice on Election Day, up from 48% who felt that way in 1994.

However, when asked about particular aspects of the campaign, voters are much more critical. A 58% majority says that campaign commercials were not very useful in helping them choose a candidate. Two-thirds (68%) see the 1998 election season as more negative than previous elections and 61% say that there was less discussion of issues, compared to past elections.

Moreover, when asked to grade the various campaign players — the parties, the press and the pollsters, among others — voters are stingy with their praise. The Democratic Party earns the highest grade from the widest number: 50% of voters give it an "A" or a "B." The Republican Party fares worse, with only 35% of voters grading the GOP a "B" or better. Both parties fare better among their own. Almost half of Republicans give the GOP at least a "B"; two-thirds of Democrats grade their party this well.

More Informed Choices*			
<i>Did you learn enough to make an informed choice?</i>	<u>1990</u> %	<u>1994</u> %	<u>1998</u> %
Yes	54	48	59
No	43	50	38
Don't know	<u>3</u>	<u>2</u>	<u>3</u>
	100	100	100
* Based on registered voters.			

Voters are relatively more positive about their own role in the process: 17% give voters an “A” grade and almost half (46%) give them a “B” or better.

Voters remain only lukewarm in their evaluation of the news media: 11% give them an “A,” down substantially from the 22% who graded them this highly in 1990. An additional 33% give the press a “B,” which ranks the news media only slightly ahead of pollsters, who receive a “B” or better from 40% of voters.

Grading the Election*			Average
<i>Percent giving “A” or “B” grade to...</i>	<u>1990</u>	<u>1998</u>	<u>Grade</u>
	%	%	
Democratic Party	50	50	B
The Voters	--	46	B-
The Press	67	44	B-
Pollsters	45	40	B-
Republican Party	43	35	C
Campaign consultants	30	27	C
Talk show hosts	--	27	C

* Based on registered voters.

Mixed Reviews for the Press

Voters relied equally on television news and newspapers for information about the elections in their state and district — 72% said they got most of their news from TV, and an equal proportion said most of their news came from newspapers. Among television viewers, local news was the most popular source. Fully 41% got most of their news from local TV, 21% from cable, and only 17% from the networks. Nearly one in four voters (23%) got most of their election news from the radio; 7% relied on magazines. This year 16% of voters turned to the Internet for news or information about the 1998 elections, up from 10% in 1996.

Voters overwhelmingly rate the news media as a more valuable source of campaign information than candidate commercials. By a margin of 60% to 29% voters say news reports rather than political ads gave them a better idea of where candidates stood on issues. Similarly, a majority of voters preferred news reports over commercials as a way of learning what the candidates were like personally (59% vs. 30%).

The number of voters who see the press as too influential in the outcome of elections is up significantly since 1990. Today, voters divide 46%-to-42% between those who say that the press had the *right amount* of influence on which candidates won elections in their state and those who say the press had *too much* influence. In 1990, only 31% of voters thought news organizations had too much influence; most (56%) thought the role of the media was about right.

PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	Election Outcome	Gingrich Resignation*	Hurricane Mitch	John Glenn's Trip to Space	(N)
<i>Total</i>	42	36	36	34	(1005)
<i>Sex</i>					
Male	43	40	33	34	(464)
Female	41	32	38	35	(541)
<i>Race</i>					
White	42	36	35	35	(807)
*Hispanic	34	21	39	35	(74)†
Black	41	34	36	30	(134)
<i>Age</i>					
Under 30	30	23	29	25	(194)
30-49	42	32	31	32	(376)
50+	49	47	44	43	(420)
<i>Education</i>					
College Grad.	53	44	35	32	(273)
Some College	48	38	38	40	(278)
High School Grad	37	30	35	34	(357)
< H. S. Grad.	29	32	32	32	(86)†
<i>Region</i>					
East	45	37	33	33	(199)
Midwest	44	36	35	38	(258)
South	37	31	36	30	(375)
West	44	40	38	38	(173)
<i>Party ID</i>					
Republican	48	42	38	35	(303)
Democrat	43	35	37	33	(340)
Independent	37	30	31	36	(311)

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.

* Gingrich asked Saturday to Tuesday only, N=907.

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

† Note small sample size.

CONTINUED...

PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	Ventura Election	Mideast Peace	NY Doctor Murder	Microsoft Trial	(N)
<i>Total</i>	20	18	16	12	(1005)
<i>Sex</i>					
Male	26	20	13	15	(464)
Female	15	17	19	8	(541)
<i>Race</i>					
White	20	18	15	12	(807)
*Hispanic	15	14	15	8	(74)†
Black	24	20	19	10	(134)
<i>Age</i>					
Under 30	22	16	11	12	(194)
30-49	20	18	13	11	(376)
50+	20	22	22	13	(420)
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College Grad.	26	26	17	18	(273)
Some College	24	22	22	12	(278)
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* The designation, Hispanic, is unrelated to the white-black categorization.

† Note small sample size.

ABOUT THIS SURVEY

Results for the survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,005 adults, 18 years of age or older, during the period November 6 - 10, 1998. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3.5 percentage points. For results based on either Form 1 (N=508) or Form 2 (N=497), the sampling error is plus or minus 5 percentage points. For results based on *Registered Voters* (N=785), the sampling error is plus or minus 4 percentage points. For results based on *Voters* (N=673), the sampling error is plus or minus 4.5 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

SURVEY METHODOLOGY IN DETAIL

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

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

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

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

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

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

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

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
NOVEMBER 1998 POST-ELECTION SURVEY
FINAL TOPLINE
November 6-10, 1998
N = 1,005

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 AS CODE 9. 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 CODE 9.)**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
November, 1998	65	29	6=100
September 21-22, 1998	62	33	5=100
September 19-20, 1998	55	36	9=100
Early September, 1998	61	33	6=100
Late August, 1998	62	32	6=100
Early August, 1998	63	28	9=100
June, 1998	59	32	9=100
May, 1998	62	28	10=100
April, 1998	62	28	10=100
March, 1998	65	26	9=100
Early February, 1998	71	26	3=100
January, 1998	61	30	9=100
November, 1997	58	31	11=100
September, 1997	58	29	13=100
August, 1997	59	32	9=100
June, 1997	54	34	12=100
May, 1997	57	34	9=100
April, 1997	55	34	11=100
February, 1997	60	32	8=100
Early February, 1997	57	30	13=100
January, 1997	59	31	10=100
November, 1996	57	34	9=100
July, 1996	54	38	8=100
June, 1996	54	38	8=100
April, 1996	53	39	8=100
March, 1996	55	38	7=100
February, 1996	51	39	10=100
January, 1996	50	43	7=100
October, 1995	48	42	10=100
September, 1995	45	42	13=100
August, 1995	44	44	12=100
June, 1995	50	40	10=100
April, 1995	47	43	10=100
March, 1995	44	44	12=100
February, 1995	44	44	12=100
December, 1994	41	47	12=100

Q.1 CONTINUED ...

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
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.2 Do you approve or disapprove of the job the Republican leaders in Congress are doing? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the job the Republican leaders in Congress are doing? IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
November, 1998	41	48	11=100
September 21-22, 1998	44	44	12=100
September 19-20, 1998	46	41	13=100
Early September, 1998	44	37	19=100
Late August, 1998	48	36	16=100
Early August, 1998	43	37	20=100
June, 1998	42	38	20=100
May, 1998	40	41	19=100
April, 1998	41	40	19=100
March, 1998	43	39	18=100
January, 1998	43	41	16=100
November, 1997	41	43	16=100
August, 1997	42	44	14=100
June, 1997	33	50	17=100
May, 1997	40	44	16=100
April, 1997	40	44	16=100
February, 1997	44	42	14=100
January, 1997	38	47	15=100
November, 1996	40	43	17=100
July, 1996	38	48	14=100
June, 1996	36	50	14=100
April, 1996	39	46	15=100
March, 1996	35	51	14=100
February, 1996	33	53	14=100
January, 1996	36	54	10=100

Q.2 CONTINUED ...

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
October, 1995	36	51	13=100
September, 1995	36	50	14=100
August, 1995	38	45	17=100
June, 1995	41	45	14=100
April, 1995	44	43	13=100
March 1995	43	39	18=100
December, 1994	52	28	20=100

- 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 ITEMS a THRU g, ALWAYS ASK ITEM h LAST]

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	(VOL) <u>DK</u>
a. Hurricane Mitch and the rain and mud slides in Central America	36	36	16	11	1=100
b. John Glenn's flight on the space shuttle Discovery	34	35	21	9	1=100
c. The latest Mideast peace agreement between Israel and the Palestinians	18	33	28	19	2=100
September, 1995	11	32	29	27	1=100
d. The murder of a New York state doctor who performed abortions	16	32	29	22	1=100
e. News about the outcome of the elections	42	31	14	12	1=100
December, 1994	41	36	13	10	*=100
f. The antitrust trial against the computer software company Microsoft	12	20	31	36	1=100

ASKED SATURDAY THRU TUESDAY ONLY [N=907]

g. Newt Gingrich's decision to step down as Speaker of the House of Representatives	36	32	17	14	1=100
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ALWAYS ASK ITEM 'h' LAST:

h. The election of Jesse Ventura, a former professional wrestler, as governor of Minnesota	20	25	26	27	2=100
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- Q.3i Would you like to see MORE people from different walks of life running for high political office, or do you think it's more important to have people with a lot of political experience running for office?

60 Would like to see more
31 Important to have people with experience
9 Don't know/Refused
100

On another subject...

Q.4 All things considered, how satisfied were you with the outcome of the elections in your state — very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

		Dec <u>1994</u>	Nov <u>1990</u>
29	Very satisfied	29	25
50	Somewhat satisfied	41	48
11	Not very satisfied	16	12
6	Not at all satisfied	10	10
<u>4</u>	Don't know/Refused	<u>4</u>	<u>5</u>
100		100	100

R.1 These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register... Are you NOW registered to vote in your precinct or election district, or haven't you been able to register so far?

R.2 Are you absolutely certain you are registered to vote, or is there a chance your registration has lapsed because you moved or for some other reason?

78	Yes, registered	
74	Absolutely certain	
3	Chance registration has lapsed — GO TO Q.17	
1	Don't know/Refused — GO TO Q.17	
21	No, not registered — GO TO Q.17	
<u>1</u>	Don't know/Refused — GO TO Q.17	
100		

Q.5 During this campaign, did you feel you learned enough about the candidates and the issues to make an informed choice between the candidates, or did you find it difficult to choose because you felt you did not learn enough from the campaign?

BASED ON REGISTERED VOTERS: [N=785]		Dec <u>1994</u>	Nov <u>1990</u>
59	Learned enough to make an informed choice	48	54
38	Did not learn enough from the campaign	50	43
<u>3</u>	Don't know/Refused	<u>2</u>	<u>3</u>
100		100	100

Q.6 We are interested in how people got to know about political candidates this fall. Which gave you a better idea of where candidates stood on issues — news reports or TV commercials and advertisements about the candidates?

BASED ON REGISTERED VOTERS: [N=785]		Nov <u>1990</u>
60	News reports	63
29	Candidate commercials and advertisements	28
<u>11</u>	Don't know/Refused	<u>9</u>
100		100

Q.7 Which gave you a better idea of what the candidates were like PERSONALLY — news reports or candidates' TV commercials and advertisements?

BASED ON REGISTERED VOTERS: [N=785]		---Voters---	
		Nov <u>1990</u>	Nov <u>1996</u>
59	News reports	53	67
30	Candidate commercials and advertisements	38	26
<u>11</u>	Don't know/Refused	<u>9</u>	<u>7</u>
100		100	100

Q.8 Students are often given grades A, B, C, D, or Fail to describe the quality of their work. Looking back over the campaign, what grade would you give to each of the following groups for the way they did their jobs in the campaign? First, **(READ AND ROTATE)**

NOTE: 1998 AND 1990 NUMBERS ARE BASED ON REGISTERED VOTERS [N=785 FOR 1998]; 1996, 1992 AND 1988 NUMBERS ARE BASED ON VOTERS.

		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>F</u>	<u>DK</u>
a.	The press	11	33	31	11	9	5=100
	November, 1990	22	44	22	5	3	4=100
	November, 1996	6	22	33	19	18	2=100
	November, 1992	11	25	29	16	15	4=100
	November, 1988	8	22	33	19	16	2=100
b.	The pollsters	12	28	30	11	6	13=100
	November, 1990	13	32	28	7	4	16=100
	November, 1996	11	23	29	11	10	16=100
	November, 1992	15	31	27	9	6	12=100
	November, 1988	13	29	29	12	11	6=100
c.	The talk show hosts	8	19	24	14	13	22=100
	November, 1996	6	15	25	13	16	25=100
	November, 1992	10	29	25	8	9	19=100
d.	The campaign consultants	5	22	35	12	5	21=100
	November, 1990	7	23	27	10	5	28=100
	November, 1996	4	18	33	11	8	26=100
	November, 1992	7	26	31	7	4	25=100
	November, 1988	5	20	37	14	8	16=100
e.	The Republican Party	7	28	31	18	11	5=100
	November, 1990	10	33	33	10	6	8=100
	November, 1996	4	23	39	18	13	3=100
	November, 1992	4	25	34	18	15	4=100
	November, 1988	11	34	31	12	10	2=100

Q.8 CONTINUED ...

		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>F</u>	<u>DK</u>
f.	The Democratic Party	15	35	30	9	7	4=100
	November, 1990	16	34	32	8	3	7=100
	November, 1996	12	36	29	11	9	3=100
	November, 1992	18	40	26	6	6	4=100
	November, 1988	7	26	45	13	7	2=100
g.	The voters	17	29	30	13	6	6=100
	November, 1996	12	27	29	13	10	9=100
	November, 1992	32	29	20	5	5	9=100
	November, 1988	18	31	28	10	7	6=100

Q.9 THRU Q.16 BASED ON REGISTERED VOTERS [N=785]

On another subject...

Q.9 How much influence do you feel news organizations had on which candidates won the elections in your state this fall. Do you think they had too much influence, too little influence or about the right amount of influence?

		<u>Nov 1990</u>
42	Too much	31
8	Too little	9
46	Right amount	56
<u>4</u>	Don't know/Refused	<u>4</u>
100		100

Q.10 How helpful were the candidates' commercials to you in deciding which candidate to vote for? Would you say they were very helpful, somewhat helpful, not too helpful, or not at all helpful?

		<u>--- Voters ---</u>	
		<u>Nov 1996</u>	<u>Nov 1992</u>
10	Very helpful	4	10
30	Somewhat helpful	21	28
23	Not too helpful	27	28
35	Not at all helpful	46	31
<u>2</u>	Don't know/Refused	<u>2</u>	<u>3</u>
100		100	100

Q.11 Compared to past elections, would you say there was more discussion of issues in this campaign or less discussion of issues?

		<u>--- Voters ---</u>	
		<u>Nov 1996</u>	<u>Nov 1992</u>
29	More	25	59
61	Less	65	34
7	Same (VOL)	6	4
<u>3</u>	Don't know/Refused	<u>4</u>	<u>3</u>
100		100	100

- Q.12 Compared to past elections, would you say there was MORE mudslinging or negative campaigning in this campaign or LESS mudslinging or negative campaigning in this campaign?

		--- Voters ---	
		<u>Nov 1996</u>	<u>Nov 1992</u>
68	More	49	68
20	Less	36	16
10	Same (VOL)	12	14
<u>2</u>	Don't know/Refused	<u>3</u>	<u>2</u>
100		100	100

- Q.13 How did you get most of your news about the election campaigns in your state and district? From television, from newspapers, from radio, from magazines, or from computer on-line sources? **(ACCEPT TWO ANSWERS. IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ADDITIONAL RESPONSE)**

IF RESPONDENT ANSWERED '1' TELEVISION IN Q.13, ASK:

- Q.14 Did you get most of your news about the campaign from network TV news, from local TV news, or from cable TV news? **(ACCEPT TWO ANSWERS; DO NOT PROBE)**

		--- Voters ---	
		<u>Nov 1996</u>	<u>Nov 1992</u>
72	Television	72	82
17	Network	36	55
41	Local	23	29
21	Cable	21	29
1	Other (VOL)	4	2
1	Can't say	2	1
72	Newspapers	60	57
23	Radio	19	12
7	Magazines	11	9
6	Online sources	3	--
--	Other	4	6
2	Can't say/Don't know/Refused	1	1

ASK ALL EXCEPT THOSE WHO ANSWERED '5' ONLINE SOURCES IN Q.13

- Q.15 Did you happen to get any news or information about the 1998 elections from computer on-line sources, or not?

		--- Voters ---	
		<u>Nov 1996</u>	
9	Yes	7	
85	No	90	
<u>*</u>	Don't know/Refused	<u>*</u>	
94		97	

On a different subject...

Q.16 Did things come up which kept you from voting this week (**FOR SUNDAY AND MONDAY READ:** “last week”), or did you have the opportunity to vote?

		Nov <u>1990</u>
85	Yes, voted	82
<u>15</u>	No, did not vote	<u>18</u>
100		100

BASED ON THOSE WHO ARE NOT REGISTERED OR DID NOT VOTE. [N=329]

Q.17 Which one of these statements best describes you...? (**READ**)

		<u>Nov 1990</u>
35	I wish I had voted in the elections this past week	36
13	I'm glad I didn't vote	13
40	I have mixed feelings about not voting	45
<u>12</u>	Don't know/Refused	<u>6</u>
100		100

BASED ON VOTERS [N=673]

Q.18 Did you vote for a Republican candidate for Congress for your district, or a Democratic candidate?

		<u>Nov 1990</u>
41	Republican	39
43	Democrat	47
5	Other	3
1	Don't remember	9
2	Did not vote for Congress	2
<u>8</u>	Don't know/Refused	<u>2</u>
100		100

ASK ONLY OF THOSE WHO ANSWERED '1' REPUBLICAN IN Q.18 [N=272]

Q.19 Would you say your vote for the Republican from your district was mostly a vote for him or her personally, for the Republican Party, or was it a vote to try to control President Clinton's power?

		<u>Nov 1996</u>
62	Personally	53
22	Party	21
10	Control Clinton's power	22
3	None of the above (VOL)	3
<u>3</u>	Don't know/Refused	<u>1</u>
100		100

ASK ONLY THOSE WHO ANSWERED '2' DEMOCRATIC IN Q.18 [N=290]

Q.20 Would you say your vote for the Democrat from your district was mostly a vote for him or her personally, for the Democratic Party, or was it a vote to try to control the Republicans' power in Congress?

51	Personally
24	Party
24	Control Republicans' power
1	None of the above (VOL.)
*	Don't know/Refused
<u>100</u>	

ASK FORM 1 ONLY: [N=508]

Q.21F1 Are you happy or unhappy that the Republican Party maintained control of the U.S. Congress?

		<u>Dec 1994¹</u>	<u>Voters</u> <u>Nov 1996</u>
47	Happy	57	65
32	Unhappy	31	27
<u>21</u>	Don't know/Refused	<u>12</u>	<u>8</u>
<u>100</u>		<u>100</u>	<u>100</u>

ASK FORM 2 ONLY: [N=497]

Q.22F2 Are you happy or unhappy that the Democratic Party gained seats in the House of Representatives?

56	Happy
26	Unhappy
<u>18</u>	Don't know/Refused
<u>100</u>	

ASK ALL:

Q.23 Who in Washington do you think should take the lead in solving the nation's problems — President Clinton, or the Republican congressional leaders?

		<u>Sept</u> <u>1998</u>	<u>Feb</u> <u>1997</u>	<u>Nov</u> <u>1996²</u>	<u>March</u> <u>1996</u>	<u>April</u> <u>1995</u>	<u>March</u> <u>1995</u>	<u>Feb</u> <u>1995</u>	<u>Dec</u> <u>1994</u>
49	President Clinton	47	48	45	47	48	40	40	39
26	Republican Congressional leaders	32	29	30	36	36	40	38	43
16	Both (VOL)	12	14	19	9	12	10	16	10
<u>9</u>	Don't know/Refused	<u>9</u>	<u>9</u>	<u>6</u>	<u>8</u>	<u>4</u>	<u>10</u>	<u>6</u>	<u>8</u>
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

¹ In December 1994 question was worded "Generally, are you happy or unhappy that the Republican party won control of the U.S. Congress?"

² November 1996 trend is based on voters.

Q.24 Based on what you know at this point, do you think that Bill Clinton should or should not be impeached and removed from office?

		<i>Based on Registered Voters</i>	
		Late Oct	Early Oct
		<u>1998</u>	<u>1998</u>
23	Should be impeached	28	32
70	Should not	66	62
<u>7</u>	Don't know/Refused	<u>6</u>	<u>6</u>
100		100	100

Q.25 Which party do you have the most confidence in to make the right decision about whether or not President Clinton should be impeached and removed from office — the Republicans or the Democrats?

29	Republicans
44	Democrats
19	Neither (VOL)
<u>8</u>	Don't know/Refused
100	

Q.26 Do you think Congress should proceed with impeachment hearings or drop the whole matter?

		<i>Exit Poll</i>
		<u>Nov 1998</u>
31	Proceed with impeachment hearings	39
64	Drop matter	58
<u>5</u>	Don't know/Refused	<u>3</u>
100		100