

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
SEPTEMBER 1996 PRE-ELECTION SURVEY
-- FINAL TOPLINE --
September 25 - 29, 1996
N=1,517 Registered Voters

Hello, I am _____ calling for Princeton Survey Research Associates in Princeton, New Jersey. We are conducting a telephone opinion survey for leading newspapers and TV stations around the country. I'd like to ask a few questions of the youngest male, 18 years of age or older, who is now at home. **[IF NO MALE, ASK: May I please speak with the oldest female, 18 years of age or older, who is now at home?]**

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

ASK ALL:

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

		Early							---Gallup---	
		Sept	July	June	Oct	Sept	Aug	June	Aug	Sept
		<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1988</u>	<u>1988</u>
61	Quite a lot	56	55	50	77	69	72	63	61	57
7	Some (VOL)	3	3	5	5	3	4	6	10	18
29	Only a little	36	41	41	16	26	23	29	27	23
2	None (VOL)	4	1	3	1	1	1	1	2	2
<u>1</u> 100	Don't know/Refused	<u>1</u> 100	<u>*</u> 100	<u>1</u> 100	<u>1</u> 100	<u>1</u> 100	<u>*</u> 100	<u>1</u> 100	<u>0</u> 100	<u>0</u> 100

Q.4 Have you ever voted in your precinct or election district?

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

Q.5 Generally speaking, how much interest would you say you have in politics: a great deal, a fair amount, only a little, or no interest at all?

25 Great deal
 50 Fair amount
 22 Only a little
 3 None
 * Don't know/Refused
 100

Q.6 How often would you say you vote... **(READ)**

		June 1996	Feb 1996	Oct 1995	April 1995	Nov 1994	Oct 1994	July 1994	June 1992	May 1992	Nov 1991	May 1990	May 1988	Jan 1988	May 1987
52	Always	52	42	53	53	58	55	52	60	50	46	42	43	49	43
31	Nearly always	33	41	35	34	28	32	34	29	35	41	42	41	39	43
10	Part of the time	9	11	7	9	8	10	10	7	10	9	11	11	9	9
4	Seldom	4	4	4	4	5	3	4	3	4	4	4	3	2	3
1	(VOL) Other	1	1	*	*	1	*	*	1	*	0	*	1	*	1
2	(VOL) Never vote	1	1	1	*	*	*	*	*	1	*	1	2	1	1
*	Don't know	*	*	*	*	0	*	*	*	*	*	*	*	*	*
100		100	100	100	100	100	100	100	100	100	100	100	100	100	100

- Q.7 If the presidential election were being held today, would you vote for the Democratic ticket of Bill Clinton and Al Gore, for the Republican ticket of Bob Dole and Jack Kemp, or for the Reform party ticket of Ross Perot and Pat Choate (**INTERVIEWER: CHOATE RHYMES WITH BOAT**)?
- Q.7a Do you support (**INSERT CHOICE FROM Q. 7**) strongly or only moderately?
- Q.7b As of TODAY, do you lean more to Clinton, the Democrat, more to Dole, the Republican, or more to Perot, the Reform party candidate?

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

ASK ALL:

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

		Early							Early				
		Sept <u>1996</u>	July <u>1996</u>	June <u>1996</u>	March <u>1996</u>	Jan <u>1996</u>	Oct <u>1995</u>	Aug <u>1995</u>	Nov <u>1994</u>	Oct <u>1994</u>	Oct <u>1994</u>	Sept <u>1994</u>	July <u>1994</u>
43	Republican/Lean Republican	43	46	44	44	46	48	50	45	47	52	48	45
49	Democrat/Lean Democrat	51	47	50	49	47	48	43	43	44	40	46	47
<u>8</u> 100	Other candidate/Undecided (VOL)	<u>6</u> 100	<u>7</u> 100	<u>6</u> 100	<u>7</u> 100	<u>7</u> 100	<u>4</u> 100	<u>7</u> 100	<u>12</u> 100	<u>9</u> 100	<u>8</u> 100	<u>6</u> 100	<u>8</u> 100

**IF RESPONDENT NAMED A PRESIDENTIAL CANDIDATE IN Q. 7 OR Q.7b, ASK:
NOW WITH REGARD TO THE PRESIDENTIAL ELECTION AGAIN. . .**

Q.9 What is the main reason why you would like to see (CHOICE FROM Q.7 OR Q.7b--CLINTON, DOLE, PEROT) win the presidential election? (OPEN - END)

July 1996

VOTERS WHO SAID THEY WOULD VOTE FOR CLINTON: [N=762]

Bill Clinton

27	NEGATIVE (NET)	31
17	Don't like Bob Dole/A vote against Bob Dole	13
5	"Lesser of the two evils"/No one else worth voting for	8
2	Dole is too old	6
4	Don't like the Republicans/Party ideas	5
31	RECORD (NET)	30
23	Has done a good job	19
4	Should give him more time/Need to allow time for his policies to work	9
5	Has helped the economy	3
1	Has kept campaign promises	2
16	QUALITIES (NET)	26
3	He's better qualified/He would do a better job	7
3	He's a "people person"/He is in touch with the people	6
2	He's young	4
6	He's for the working man	3
1	Has experience	2
*	Sincere/Really cares about the country	2
*	He's a known entity/We already know what he is like	2
*	Good decision-maker	1
1	He's honest	*
21	ISSUES (NET)	14
16	Like his ideas/Stand on issues in general	12
3	Like his stand for education	1
1	Like his stand on abortion	1
2	Like his position on welfare reform	1
*	Raising minimum wage	*
2	Has helped unemployment	*
6	Keep Democrats in power/Like Democratic Party	7
1	Wrong time for change	2
3	Other	3
6	Don't know/No answer	4

VOTERS WHO SAID THEY WOULD VOTE FOR DOLE: [N=548]

Bob Dole

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

Q.9 con't ...

		<u>July 1996</u>
VOTERS WHO SAID THEY WOULD VOTE FOR DOLE con't ...		
15	QUALITIES (NET)	15
9	He's honest/Trustworthy	9
3	He's older/More experienced	5
4	Conservative	2
6	Keep Republicans in power/Like Republican Party	
3	Other	
3	Don't know/No answer	

VOTERS WHO SAID THEY WOULD VOTE FOR PEROT: [N=102]

Ross Perot

33	Don't like Clinton/Dole/As a vote against Clinton/Dole
22	Time for change/New ideas
12	Like his ideas/Stand on issues in general
11	Good businessman/Business minded/Not a "politician"
10	Like his position on taxes/Tax breaks/Other monetary issues
10	"Less of all evils"/No one else worth voting for
3	Other
5	Don't know/No answer

IF RESPONDENT WAS SKIPPED OUT OF Q.9, THEY SHOULD GET THE INTRO "NOW WITH REGARD TO THE PRESIDENTIAL ELECTION AGAIN" BEFORE THEY GET ANY OF THE Q.10 - 12 SEQUENCE.

IF RESPONDENT DID NOT CHOOSE CLINTON IN Q. 7 OR Q. 7b ASK:

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

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

IF RESPONDENT DID NOT CHOOSE DOLE IN Q. 7 OR Q.7b ASK:

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

		<u>Early Sept</u> <u>1996</u>	<u>July</u> <u>1996</u>	<u>Sept</u> <u>1992</u>	---- <u>Bush</u> ----	<u>July</u> <u>1992</u>	<u>May</u> <u>1992</u>
16	Chance might vote for him	14	15	12		15	7
44	Decided not to vote for him	47	40	44		45	40
<u>5</u> 65	Don't know/Refused	<u>5</u> 66	<u>3</u> 58	<u>6</u> 62		<u>4</u> 64	<u>6</u> 53

IF RESPONDENT DID NOT CHOOSE PEROT IN Q. 7 OR Q.7b ASK:

Q.12 Do you think there is a chance that you might vote for Ross Perot in November or have you definitely decided not to vote for him?

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

ASK ALL:

Q.13 Do you yourself plan to vote in the election this November?

IF YES, ASK:

Q.14 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

		Early Sept <u>1996</u>	July <u>1996</u>	June <u>1996</u>	Oct <u>1992</u>	Sept <u>1992</u>	Aug <u>1992</u>	June <u>1992</u>
98	Yes	96	95	96	98	98	97	97
89	Absolutely certain	83	82	84	91	85	89	88
8	Fairly certain	11	12	11	6	11	8	8
1	Not certain	2	1	1	1	2	*	1
1	No	2	3	2	1	1	1	1
$\frac{1}{100}$	Don't know/Refused	$\frac{2}{100}$	$\frac{2}{100}$	$\frac{2}{100}$	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{2}{100}$	$\frac{2}{100}$

ASK ALL:

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

-- Gallup -- <u>Sept 1992</u>		
78	10 -- Definitely will vote	77
10	9	5
6	8	4
2	7	3
1	6	2
1	5	4
*	4	*
*	3	1
*	2	*
1	1 -- Definitely will not vote	4
<u>1</u> 100	Don't know	<u>*</u> 100

ASK Q.16 OF FORM 1 ONLY: [N= 757]

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

Q.16F1 What will make the biggest difference in how you vote for Congress in your district -- national issues, local or state issues, the candidate's political party, or the candidate's character or experience? **(IF MORE THAN ONE, PROBE:)** Well, which is most important?

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

ASK Q.17 OF FORM 2 ONLY: [N=760]

NOW THINKING AGAIN ABOUT YOUR VOTE FOR CONGRESS THIS FALL.

Q.17F2 Would you like to see your Representative in Congress be re-elected in November, or not?

		Early Sept <u>1996</u>	Nov <u>1994</u>	Oct <u>1994</u>	Early Oct <u>1994</u>	---Gallup--- Oct 25-28 <u>1990</u>
55	Yes	62	58	55	49	62
17	No	19	25	30	29	22
2	Congressman is not running (VOL)	2	1	2	2	2
<u>26</u>	No opinion	<u>17</u>	<u>16</u>	<u>13</u>	<u>20</u>	<u>14</u>
100		100	100	100	100	100

IF RESPONDENT ANSWERED '1' CLINTON IN QUESTION 7 OR 7b, THEN ASK:

Q.18 One last question about how you intend to vote. . . What are the chances that you will vote only for Democratic candidates in November? Is there an excellent chance of this, a good chance, some chance or no chance?

38	Excellent chance
32	Good chance
21	Some chance
8	No chance
<u>1</u>	Don't know/Refused
100	
(N=762)	

IF RESPONDENT ANSWERED '2' DOLE IN QUESTION 7 OR 7b, THEN ASK:

Q.18a One last question about how you intend to vote. . . What are the chances that you will vote only for Republican candidates in November? Is there an excellent chance of this, a good chance, some chance or no chance?

42	Excellent chance
29	Good chance
19	Some chance
8	No chance
<u>2</u>	Don't know/Refused
100	
(N=550)	

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

Q.19 What is the biggest problem facing you and your family these days? (**OPEN END. RECORD VERBATIM RESPONSE. PROBE FOR CLARITY. IF MORE THAN ONE MENTION, RECORD ALL IN ORDER OF MENTION**)

		<i>-- U.S. News & World Report --</i>				
		March <u>1994</u>	Dec ¹ <u>1993</u>	Aug <u>1992</u>	May <u>1992</u>	Jan <u>1992</u>
22	Not enough money/Paying bills/Making ends meet	26	27	20	18	22
14	Taxes/High taxes	6	6	8	9	7
8	Healthcare/High cost of health insurance	8	15	11	8	10
7	Issues facing the elderly	3	3	3	*	*
6	Unemployment/Low paying jobs	9	12	26	27	27
5	Family/Personal/Health problems	8	5	2	3	5
5	Fear of Crime/Violence	4	6	*	*	*
5	Economy/Recession/Business (general)	3	4	18	31	20
4	High prices/High cost of living and housing	4	6	7	8	10
3	Morality/Family values	1	1	2	*	*
3	Child care/Costs of education	5	3	3	5	4
3	Low paying jobs	--	--	--	--	--
3	Quality of Education/What's going on in schools	2	1	3	*	*
1	Government/Government corruption	1	1	5	4	*
*	Welfare	--	--	--	--	--
*	Environment	*	*	*	1	*
*	Recession	--	--	--	--	--
2	Other	2	8	7	22	8
<u>21</u>	No problems/Don't know	<u>28</u>	<u>16</u>	<u>11</u>	<u>7</u>	<u>13</u>
*112		*110	*109	*126	*143	*126

***Total exceeds 100% due to multiple response**

¹ All figures from December 1993 are based on general population.

Q.20 Do you think the person who is elected President can make a difference in your ability to deal with this problem or not?

BASED ON THOSE WHO MENTIONED A PROBLEM IN Q.19:

63 Yes

28 No -- **GO TO Q.22**

9 Don't know/Refused -- **GO TO Q.22**
100
(N=1210)

IF RESPONDENT ANSWERED '1' YES IN Q. 20, ASK:

Q.21 Which Presidential candidate would help you most with this problem?

BASED ON TOTAL REGISTERED VOTERS: [N=1517]

23 Bill Clinton

17 Bob Dole

3 Ross Perot

1 None

5 Don't know/Refused
49

ASK ALL:

Q.22 How would you rate your own personal financial situation. Would you say you are in **(READ)**?

				-- <i>U.S. News & World Report</i> --			
		Mar	Dec ²	Oct	Aug	May	Jan
		<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>
8	Excellent shape?	6	5	6	6	4	5
47	Good shape?	43	34	36	33	36	36
34	Only fair shape?	39	45	39	44	44	43
10	OR poor shape?	11	15	18	16	15	16
<u>1</u> 100	Don't know/Refused	<u>1</u> 100	<u>1</u> 100	<u>1</u> 100	<u>1</u> 100	<u>1</u> 100	<u>*</u> 100

² Figures from December 1993 are based on general population.

Q.23 Are you now employed full-time, part-time, or not employed?

		<u>June</u> <u>1996</u>	<u>March</u> <u>1994</u>
52	Full-time	57	54
12	Part-time	12	13
36	Not employed	31	33
<u>*</u> <u>100</u>	Don't Know/Refused	<u>*</u> <u>100</u>	<u>*</u> <u>100</u>

ASK ONLY OF EMPLOYED PEOPLE: [N=1003]

Q.24 Do you now earn enough money to lead the kind of life you want, or not?

		<u>June</u> <u>1996</u>	<u>March</u> <u>1994</u>	<i>-- U.S. News & World Report --</i>			
				<u>Oct</u> <u>1992</u>	<u>Aug</u> <u>1992</u>	<u>May</u> <u>1992</u>	<u>Jan</u> <u>1992</u>
44	Yes	48	45	38	34	36	41
55	No	51	54	61	65	63	59
<u>1</u> <u>100</u>	Don't know	<u>1</u> <u>100</u>	<u>1</u> <u>100</u>	<u>1</u> <u>100</u>	<u>1</u> <u>100</u>	<u>1</u> <u>100</u>	<u>*</u> <u>100</u>

IF RESPONDENTS ANSWERS '2' NO IN Q.24, ASK:

Q.25 Do you think you will be able to earn enough money in the future to lead the kind of life you want, or not?

		<u>June</u> <u>1996</u>	<u>March</u> <u>1994</u>	<i>-- U.S. News & World Report --</i>			
				<u>Oct</u> <u>1992</u>	<u>Aug</u> <u>1992</u>	<u>May</u> <u>1992</u>	<u>Jan</u> <u>1992</u>
33	Yes	30	31	32	34	32	32
18	No	19	20	24	26	28	23
<u>4</u> <u>55%</u>	Don't know/Refused	<u>2</u> <u>51%</u>	<u>3</u> <u>54%</u>	<u>5</u> <u>61%</u>	<u>5</u> <u>65%</u>	<u>3</u> <u>63%</u>	<u>4</u> <u>59%</u>

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

Q.26 What's your opinion of the presidential candidates this year? Would you say that you are very satisfied, fairly satisfied, not too satisfied, or not at all satisfied with the choices?

		<u>June</u> <u>1996</u>	<u>Oct</u> <u>1992</u>	<u>Aug</u> <u>1992</u>	<u>June</u> <u>1992</u>
11	Very satisfied	10	10	11	6
50	Fairly satisfied	37	41	42	29
26	Not too satisfied	31	33	31	36
10	Not at all satisfied	18	14	15	27
<u>3</u> 100	Don't know/Refused	<u>4</u> 100	<u>2</u> 100	<u>1</u> 100	<u>2</u> 100

Q.27 If you had to make a choice strictly on the basis of the Vice Presidential candidates, who would you choose: Al Gore, the Democrat; Jack Kemp, the Republican; or Pat Choate, the Reform Party candidate?

49	Gore
36	Kemp
3	Choate
<u>12</u> 100	Don't know/Refused

ON A DIFFERENT SUBJECT. . .

Q.27a All in all, what grade would you give Bill Clinton for the job he's done as President over the past four years? Would you give him an A, B, C, D or F?

7	A
40	B
32	C
11	D
9	F
<u>1</u> 100	Don't know/Refused

Q.28 Do you think there are important differences in what Bob Dole and Bill Clinton stand for?

80 Yes

13 No

$\frac{7}{100}$ Don't know/Refused

Q.29 Do you think there are major differences or only minor differences between Clinton and Dole when it comes to their policies regarding . . . **(READ AND ROTATE)**

		<u>Major</u>	<u>Minor</u>	(VOL) <u>Same</u>	No <u>Opinion</u>
a.	The economy	59	31	3	7=100
b.	Foreign policy	40	36	4	20=100
c.	Moral values	51	34	6	9=100
d.	The role of government in solving national problems	56	31	3	10=100
e.	Tax cuts	63	25	2	10=100
f.	Regulating tobacco sales to teenagers	41	34	5	20=100

NOW A FEW QUESTIONS ABOUT THE CAMPAIGN ITSELF . . .

Q.30 What one word best describes your impression of the press coverage of the presidential election campaign so far? **(OPEN END. RECORD VERBATIM. PROBE ONCE IF RESPONDENT ANSWER "DON'T KNOW." ACCEPT UP TO TWO RESPONSES, BUT DO NOT PROBE FOR SECOND RESPONSE.)**

FOR RESULTS SEE PAGE 7

Q.31 In the Presidential campaign so far, do you think Bill Clinton has been too personally critical of Bob Dole, or not?

21 Too personally critical
 70 Not too personally critical
 $\frac{9}{100}$ Don't know/Refused

Q.32 In the Presidential campaign so far, do you think Bob Dole has been too personally critical of Bill Clinton, or not?

53 Too personally critical
 40 Not too personally critical
 $\frac{7}{100}$ Don't know/Refused

Q.33 Apart from whom you support, which presidential candidate have you heard the most about in the last week or so in newspapers, on television or on radio? **(DO NOT SUGGEST ANSWERS)**

		Oct 23-25 <u>1992</u>	Oct 26-27 <u>1992</u>	Oct 28-29 <u>1992</u>	Oct 14-18 <u>1992</u>	Oct 9-13 <u>1992</u>	Oct 2-6 <u>1992</u>	Sept 25-29 <u>1992</u>
47	Bill Clinton	33	25	26	39	37	33	40
31	Bob Dole	n/a	n/a	n/a	n/a	n/a	n/a	n/a
4	Ross Perot	31	43	39	28	31	33	19
$\frac{18}{100}$	None/DK/Refused	$\frac{16}{100}$	$\frac{17}{100}$	$\frac{13}{100}$	$\frac{19}{100}$	$\frac{16}{100}$	$\frac{16}{100}$	$\frac{12}{100}$

Q.34 So far, have you seen any of Clinton's campaign commercials on TV, or not?³

		Oct 14-18 <u>1992</u>	Oct 9-13 <u>1992</u>	Oct 2-6 <u>1992</u>	Sept. 25-29 <u>1992</u>
63	Yes	57	59	64	75
35	No	40	39	34	24
$\frac{2}{100}$	Don't know/Refused	$\frac{3}{100}$	$\frac{2}{100}$	$\frac{2}{100}$	$\frac{1}{100}$

³

In 1992 question was asked as "In the past few days have you seen any television commercials on behalf of Bill Clinton's candidacy? ... Only tell me "yes" if you have seen paid commercials for Clinton on tv in the past few days?"

IF ANSWERED 'YES' IN Q. 34 ASK: [N=963]

Q.34a What grade would you give these commercials as being a convincing reason to vote for Bill Clinton? Would you grade them A, B, C, D or Flunk?

		Oct 14-18 <u>1992</u>	Oct 9-13 <u>1992</u>	Sept 25-29 <u>1992</u>
9	A	17	15	16
28	B	35	25	30
32	C	24	25	27
10	D	8	12	8
18	Flunk (F)	14	19	16
<u>3</u> 100	Don't know/Refused	<u>1</u> 100	<u>4</u> 100	<u>3</u> 100

ASK ALL:

Q.35 So far, have you seen any of Dole's campaign commercials on TV, or not?

70	Yes
29	No
<u>1</u> 100	Don't know/Refused

IF ANSWERED '1' YES IN Q.35 ASK: [N=1067]

Q.36 What grade would you give these commercials as being a convincing reason to vote for Bob Dole? Would you grade them A, B, C, D, or Flunk?

4	A
20	B
37	C
17	D
19	Flunk (F)
<u>3</u> 100	Don't know/Refused

Q.37 I'd like to ask you a few more questions about presidential election campaign news stories. How closely have you followed news about . . . **(READ RESPONSE CATEGORIES AFTER EACH ITEM. ROTATE)**

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	(VOL) DK
ASK ITEMS a. - c. OF FORM 1 ONLY [N=757]						
a.F1	Bob Dole's charge that the American economy is off-track	11	33	34	20	2=100
b.F1	The debate commission's recommendation that Ross Perot be excluded from the presidential debates	19	34	25	20	2=100
c.F1	Bob Dole's criticisms of Bill Clinton's efforts to combat drug use Early September, 1996	15 15	38 34	31 32	14 18	2=100 1=100
ASK ITEMS d. - f. OF FORM 2 ONLY [N=760]						
d.F2	Democratic criticisms of Newt Gingrich Early September, 1996	15 16	30 27	32 35	23 21	*=100 1=100
e.F2	Bob Dole's falling off a stage in California	10	26	31	29	4=100
f.F2	Bob Dole's plan to cut federal income taxes by 15% Early September, 1996	16 22	41 37	29 25	13 16	1=100 *=100

ASK Q.38 OF FORM 1 ONLY: [N=757]

Q.38F1 Do you mostly agree or mostly disagree with Dole's charge that the American economy is off track?

49 Mostly agree
43 Mostly disagree
 $\frac{8}{100}$ Don't know/Refused

IF RESPONDENT ANSWERED '1', '2' OR '3' IN Q.37eF2 (FOLLOWED STORY VERY, FAIRLY OR NOT TOO CLOSELY), ASK: [N=515]

Q.39 Do you think the news media should have avoided showing pictures of Bob Dole's fall, or do you think the pictures were newsworthy?

51 Should have avoided showing pictures
40 Pictures were newsworthy
2 Did not see pictures (VOL)
 $\frac{7}{100}$ Don't know/Refused

ASK Q.40 OF FORM 2 ONLY: [N=760]

ON A SLIGHTLY DIFFERENT SUBJECT:

Q.40F2 Do you mostly agree or mostly disagree with the statement: "the American economy is off-track"?

58 Mostly agree
36 Mostly disagree
 $\frac{6}{100}$ Don't know/Refused

ASK ALL:

Q.41 I am going to read you a short list of phrases that are being used in the campaign by the presidential candidates. For each one, please tell me whether or not you have heard of it. The first phrase is. **(INTERVIEWERS: BE SURE TO READ WHOLE PHRASE)**

- a. Bridge to the future
- b. Which candidate -- Bill Clinton, Bob Dole, or Ross Perot has used this phrase?

61 Heard of **(GO TO Q.41b)**
38 Bill Clinton (*correct answer*)
9 Bob Dole
2 Ross Perot
12 Don't know/Refused

38 Haven't heard of **(GO TO Q.41e)**

$\frac{1}{100}$ Don't know/Refused **(GO TO Q.41e)**

ASK ALL:

- c. Just don't do it
- d. Which candidate -- Bill Clinton, Bob Dole, or Ross Perot has used this phrase?

63 Heard of **(GO TO Q.41d)**
8 Bill Clinton
40 Bob Dole (*correct answer*)
1 Ross Perot
14 Don't know/Refused

35 Haven't heard of **(GO TO Q.41e)**

$\frac{2}{100}$ Don't know/Refused **(GO TO Q.41e)**

ASK ALL:

- e. He's too liberal
- f. Which candidate -- Bill Clinton, Bob Dole, or Ross Perot has used this phrase to describe their opponent?

61 Heard of **(GO TO Q.41f)**
4 Bill Clinton
43 Bob Dole (*correct answer*)
2 Ross Perot
12 Don't know/Refused

36 Haven't heard of **(GO TO Q.42)**

$\frac{3}{100}$ Don't know/Refused **(GO TO Q.42)**

ASK ALL:

NOW REGARDING NEXT MONTH'S PRESIDENTIAL DEBATES ...

Q.42 How likely is it that you will watch the upcoming Presidential debates between Bill Clinton and Bob Dole? **(READ)**

		----- CBS/NYT ⁴ -----		
		<u>1992</u>	<u>1988</u>	<u>1984</u>
43	Very likely	67	55	55
34	Somewhat likely, OR	24	27	27
22	Not likely	8	17	16
<u>1</u> 100	(DON'T READ) Don't know/Refused	<u>2</u> 100	<u>1</u> 100	<u>2</u> 100

Q.42a Will the debates matter in deciding who you will vote for or is your mind already made up?

		Based on those who are very or somewhat likely to watch as a % of total	
		Current	-- CBS/NYT --
		<u>Sept 1996</u>	<u>1984</u>
30	Debate matters	27	26
65	Mind made up	48	54
<u>5</u> 100	Don't know/Refused	<u>2</u> 77%	<u>2</u> 82%

Q.43 Regardless of who you support, who do you think will be elected President in November, Bill Clinton, Bob Dole, or Ross Perot?

		Early Sept	July
		<u>1996</u>	<u>1996</u>
79	Bill Clinton	75	72
12	Bob Dole	16	19
1	Ross Perot	1	2
<u>8</u> 100	Don't know/Refused	<u>8</u> 100	<u>7</u> 100

⁴

Field dates of the trend surveys are comparable to the current survey except for 1988. The 1988 survey was conducted a few days prior to the first debate and was based on the probable electorate. Trend surveys asked, "How likely is it that you will watch next/this Sunday's debate between ...?"

Q.44 Now some questions about the future . . . as I name a problem, tell me whether you think the country will make progress on this problem over the next four years, whether it will lose ground on the problem over the next four years, or whether things will stay about the same. **(READ AND ROTATE)** (First...) **(INTERVIEWERS: IF NECESSARY, PROBE "DO YOU THINK THE COUNTRY WILL MAKE PROGRESS, LOSE GROUND, OR WILL THINGS STAY ABOUT THE SAME?")**

		<u>Make Progress</u>	<u>Lose Ground</u>	<u>Stay the Same</u>	<u>Don't Know</u>
ASK ITEMS a.- e. OF FORM 1 ONLY: [N=757]					
a.F1	Drug abuse	30	30	37	3=100
b.F1	The way the health care system works	38	24	33	5=100
c.F1	High taxes	19	23	52	6=100
d.F1	Families staying together	23	27	45	5=100
e.F1	U.S. military involvement overseas	25	16	51	8=100
ASK ITEMS f.- j. OF FORM 2 ONLY: [N=760]					
f.F2	Poverty, hunger and homelessness in the U.S.	24	24	48	4=100
g.F2	Crime	29	30	38	3=100
h.F2	The quality of public education	38	22	36	4=100
i.F2	The availability of good paying job	28	23	46	3=100
j.F2	The budget deficit	29	27	38	6=100

NO QUESTION 45

ONE LAST QUESTION ABOUT TELEVISION AND THE CAMPAIGN. . .

Q.46 Have you seen the television commercial in which the Dole campaign criticizes Bill Clinton's efforts to deal with the drug problem?

56 Yes

41 No

3 Don't know/Refused
100

ON A TOTALLY DIFFERENT SUBJECT...

Q.47 How often if ever do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics -- regularly, sometimes, rarely or never?

14	Regularly
20	Sometimes
28	Rarely
38	Never
$\frac{*}{100}$	Don't know/Refused

Q.48 Do you use a computer at your workplace, at school or at home on at least an occasional basis?

59	Uses a PC at home, work or school
41	Does not use PC
$\frac{*}{100}$	Don't know/Refused

IF YES:

Q.49 Do you ever use a computer at work, school or home to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

BASED ON TOTAL REGISTERED VOTERS:

23	Goes on-line
36	Does not go on-line
0	Don't know/Refused
$\frac{41}{100}$	Not a computer user

IF YES:

Q.50 Do you ever go on-line to get information on current events, public issues and politics? **IF YES:** How often do you go on-line for this type of information... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

BASED ON TOTAL REGISTERED VOTERS:

2	Everyday
2	3-5 days/week
5	1-2 days/week
3	Once every few weeks
1	Less Often
10	No/Never
0	Don't know/Refused
36	PC user, Does not go on-line
<u>41</u>	Not a computer user
100	

IF RESPONDENT ANSWERED 1,2,3 OR 4 IN Q.50 ASK:

Q.51 Do you ever go on-line to get information about the 1996 presidential campaign? **IF YES:** How often do you go on-line for this type of information... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

BASED ON TOTAL REGISTERED VOTERS:

1	Everyday
1	3-5 days/week
1	1-2 days/week
1	Once every few weeks
1	Less Often
8	No/Never
0	Don't know/Refused
10	Does not go on-line for political/public issues
36	PC user, Does not go on-line
<u>41</u>	Not a computer user
100	