

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]**

		June 1995	April 1995	March 1995	Feb 1995	Dec 1994	Oct 1994	Early Oct 1994	Sept 1994	July 1994	May 1994	Mar 1994	Jan 1994	Early 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	48	44	49	39	39	45	49	56
44	Disapprove	40	43	44	44	47	47	47	52	46	42	42	35	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>17</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 ¹
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

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

Q.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 ²				
	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 ³				
	48	29	16	6	1=100

² 1991 and 1992 trends refer to Democratic candidates.

³ 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?⁴

BASED ON REGISTERED VOTERS:

		Nov	Oct	Early	Sept	July
		<u>1994</u>	<u>1994</u>	<u>Oct</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

⁴ 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 Heard <u>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 overlooking 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> ⁵
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

⁵ 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
3 Don't know/Refused
100

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
6 Don't know/Refused
100

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
6 Don't know/Refused
100