

FOR RELEASE: FRIDAY, AUGUST 2, 1996, A.M.

**But House Race Tightens**

**A DULL CAMPAIGN, CLINTON WILL WIN  
SAY MORE THAN 70% OF VOTERS**

**Also Inside ...**

- \* Terrorism Evokes Strong News Interest
- \* Democratic Party's Image Revived
- \* Turnout Indicators Sag
- \* More Of The Public's Soundbites

*FOR FURTHER INFORMATION CONTACT:*

Andrew Kohut, Director  
Robert C. Toth, Senior Associate  
Kimberly Parker, Research Director  
Margaret Petrella & Claudia Deane, Survey Analysts  
Pew Research Center for The People & The Press  
202/293-3126  
<http://www.people-press.org>

## **But House Race Tightens**

### **A DULL CAMPAIGN, CLINTON WILL WIN SAY MORE THAN 70% OF VOTERS**

An overwhelming majority of Americans (73%) think the presidential campaign is dull so far. Almost as many (71%) believe that President Clinton will defeat expected Republican challenger Bob Dole next November. The former Senate majority leader is widely criticized for the job he is doing as he attempts to convince people to vote for him. On average the public grades his campaign D+. The President is given only a slightly better grade of C.

The lackluster contest may take its toll on turnout in November. This is in contrast to the results of surveys taken last fall and earlier this year which suggested possibly higher levels of participation based on *increased* voter interest at those times. Not so in the current poll. Compared to four years ago, fewer voters have given a lot of thought to the election, fewer say they are interested *and* fewer say they are absolutely certain to vote.

Only 47% of voters say they have given the election a lot of thought, compared to 55% who said that in June of 1992. In addition, 55% in 1992 said they were more interested in the campaign than they were four years previously, versus 42% who said that this year. Perhaps as a consequence, the proportion of respondents who said they were absolutely certain to vote in the election fell from 75% in June 1992 to 69% currently.

Just about the only bad news in the poll for the Clinton camp is that voting turnout intentions are off more among Democrats than among Republicans. While enthusiasm for the election campaign is down “across the board,” it is sharply lower among Democrats and Independents who lean to the Democratic party. (See table page 14.)

<b>Election Interest Indicators</b>		
	<u>June</u> 1992	<u>July</u> 1996
<i>Thought given to Presidential election</i>		
Quite a lot	55	47
Some (VOL.)	6	2
Little/None	38	51
<i>More/less interested in politics than during last Presidential election</i>		
More	55	42
Less	24	38
Same (VOL.)	19	19
<i>How certain are you that you will vote?</i>		
Absolutely certain	75	69
Fairly certain	12	18
Not certain	2	2

Although there is a strong consensus that the election is uninteresting, there is no public agreement as to why. Of the 73% who say the campaign so far is dull, 25% blame the nature of the campaign, 20% the quality of the candidates and 16% fault media coverage. Dole supporters blame the media somewhat more often than others, and the news media is getting lower performance grades than earlier in the campaign when the public was more interested in campaign developments.

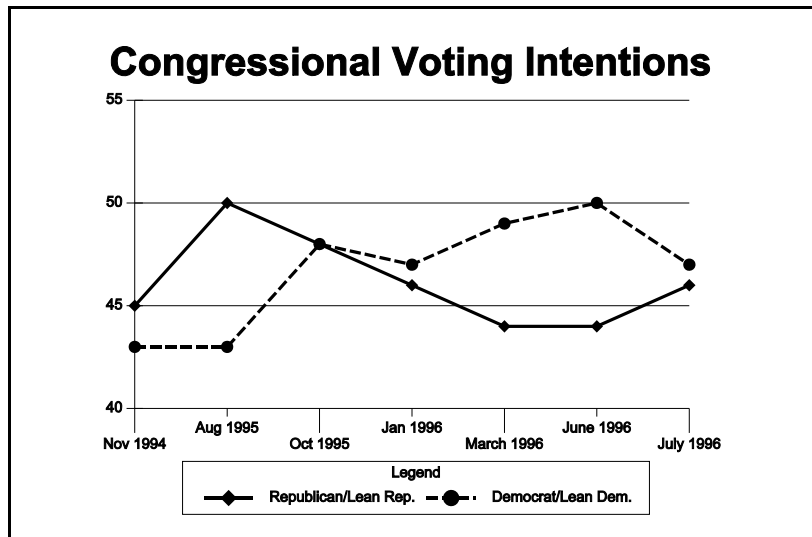
Reflecting their more habitual interest in politics, the largely Republican voters supporting Dole are as interested in the campaign as Bush voters were in 1992. But Clinton and Perot supporters are much less interested than they were four years ago.

<b>"More Interested In Campaign"</b>		
	<u>1992</u>	<u>1996</u>
	%	%
<i>Supporters Of:</i>		
Clinton	56	42
Dole/Bush	50	52
Perot	60	34

### **Clinton's Stable Lead**

Although 71% of Americans think Bill Clinton will defeat Dole, he leads his challenger by a more modest 53% to 42% margin among registered voters. The current Clinton lead is quite comparable to results obtained in the five previous nationwide surveys conducted by the Pew Research Center since January. When respondents were offered a choice that includes possible Reform party candidate Ross Perot, Clinton again led Dole by 10% points -- 44% chose Clinton, 34% Dole and 16% Perot.

But, party voting intentions for the House of Representatives have narrowed. In the current survey, 47% of registered voters said that if the election were being held today, they would be inclined to vote for a Democratic candidate and 46% would be disposed toward a Republican. In June and March, the Democrats led on this measure by 50% to 44% and 49% to 44%, respectively. This month's survey finds 92% of Democrats and 90% of Republicans saying they would vote for their party's candidate for the House. However, only 83% of Republicans say they would back Bob Dole against Bill Clinton, who gets 93% of the Democratic vote.



## **Dole's Door Still Open?**

Clinton's consistent margin over Dole and Perot notwithstanding, respondents in the Pew Research Center survey gave answers to a number of questions that indicate the *potential* for a closer contest. Only a minority of voters said they were strong supporters of either of the candidates -- 20% for Clinton and 11% for Dole. Further, there is a sizable number of people -- 15% of respondents registered to vote -- who say there is a chance they might vote for Dole even though they now do not support him. Fewer, 8%, say they might change their minds in favor of front runner Clinton.

The survey also found that both candidates have a significant amount of negative support -- votes based on dislike of their opponents -- which is usually more subject to change than positive support. When Clinton supporters were asked the principal reason for their choice, 31% cited a criticism of Dole or some other negative factor about the Republicans. Fully 47% of Dole supporters expressed their dislike of Clinton rather than mentioning a positive reason for favoring Dole.

Dole's seeming inability to give voters a positive reason to choose him is reflected in the way voters evaluated him in personal terms, compared to Clinton. By a margin of three-to-one, Clinton is judged more personally likable and as the candidate who connects well with ordinary Americans. Clinton is also selected significantly more often than Dole as having new ideas (49% to 28%), as sharing the respondent's values (45% to 36%), as having good judgement in a crisis (47% to 35%), and as able to get things done (42% to 33%).

The former Senate majority leader is only evaluated more positively than the President for honesty and truthfulness (40% to 25%) and for keeping promises (35% to 29%). Dole has lost ground on a number of these dimensions since March, however. In the new poll smaller percentages selected him for having new ideas (28% to 34%), for his intelligence (29% to 35%), and for his ability to get things done (33% to 41%). President Clinton also received lower ratings in this poll than in March for being honest and truthful (25% to 34%), and "for caring about people like me" (48% to 54%).

## **It's His Record, Stupid**

But only a minority of voters, even among those who oppose Clinton, say that the charges about Clinton's character are the most important basis for evaluating him. Among those inclined to vote for Clinton, 65% said his record is the most important factor in their judgment, 23% said he has prevented the GOP leaders in Congress from enacting their program, while only 8% cited character issues. Among Dole supporters, 38% mentioned Clinton's character as the key to judging the President. An equal percentage (38%) consider Clinton's record more important, while 19% mentioned his successful opposition to Republican legislative efforts as their basis for judgment.

The President has not only convinced many voters that he has a record of accomplishment, but has also blunted the GOP's usual advantage on a number of issues. Respondents not only gave Clinton much more support than Dole on nominally "Democratic" issues, such as education, the environment and dealing with the problems of minority groups, but they were also evenly split between the two candidates on traditionally "Republican" issues such as a balanced budget, trade and foreign policy. Furthermore, small pluralities had more confidence in Clinton than Dole on two important Republican agenda issues, welfare reform and family values. Cutting taxes was the only issue on which more survey participants selected Dole over Clinton.

<b>Who Would Do The Best Job?</b>		
	<u>Bill Clinton</u>	<u>Bob Dole</u>
	%	%
Improving conditions for minority groups	61	24
Protecting the environment	58	24
Improving education	55	28
Making wise decisions about welfare reform	47	38
Representing your views about abortion	46	33
Representing your views on family values and sexual issues	45	40
Improving economic conditions	45	38
Making wise decisions about foreign policy	42	42
Making wise decisions about U.S. trade policies	40	39
Reducing the budget deficit	39	40
Cutting taxes	35	42

### More of the Public's Sound Bites

Asked what "one word" best describes each of the Presidential candidates and their wives, the public offered a mix of positive and negative terms for both of the Clintons, with especially strong negatives on the First Lady. About 84% of respondents were able to come up with a single word for the President and his wife.

<i>BILL CLINTON "Top 20"</i>		<i>BOB DOLE "Top 20"</i>	
	<u>Frequency*</u>		<u>Frequency*</u>
1. Good	33	1. Old	118
2. Wishy-washy	20	2. Good	17
3. Okay	18	3. Conservative	17
4. Dishonest	18	4. Honest	14
5. Liar	17	5. Okay	13
6. Fair	16	6. Dull	11
7. Trying	14	7. Fair	8
8. Intelligent	13	8. Boring	8
9. Slick	11	9. Arrogant	6
10. Great	11	10. Dislike	6
11. Honest	9	11. Alright	6
12. Crook	8	12. Experienced	5
13. Leader	7	13. Ineffective	5
14. Two-faced	7	14. Liar	5
15. Weak	6	15. Knowledgeable	5
16. Young	6	16. Old-fashioned	5
17. Sincere	6	17. Mediocre	4
18. Untrustworthy	6	18. Stable	4
19. Caring	6	19. Strong	4
20. Confusion	6	20. Untrustworthy	4
Number of interviews	(610)	Number of interviews	(606)

\* This table shows the number of respondents who offered each response; the numbers are not percentages.

Dole was most often described in terms of his age: 118 respondents volunteered the word "old" for the Republican candidate. Elizabeth Dole received mostly rosy reviews -- but almost half of Americans (46%) said they did not know enough about her to give a response.

<i>HILLARY CLINTON "Top 20"</i>		<i>ELIZABETH DOLE "Top 20"</i>	
	<u>Frequency</u>		<u>Frequency</u>
1. Strong	25	1. Intelligent	21
2. Dishonest	24	2. Okay	18
3. Intelligent	23	3. Good	14
4. Smart	23	4. Nice	13
5. "Rhymes with rich"	22	5. Strong	11
6. Good	19	6. Honest	9
7. Bossy	15	7. Unknown	8
8. Aggressive	14	8. Competent	8
9. Outspoken	10	9. Smart	7
10. Okay	10	10. Old	7
11. Crook	9	11. Pushy	5
12. Dominating	8	12. Responsible	5
13. Fake	8	13. Rich	5
14. Nice	8	14. Fair	5
15. Pushy	8	15. Capable	5
16. Arrogant	7	16. Loyalty	5
17. Outgoing	7	17. Alright	4
18. Sneaky	7	18. Fine	4
19. Independent	7	19. Pleasant	4
20. Liar	7	20. Sincere	4
Number of interviews	(606)	Number of interviews	(610)

### **Improved Image for Democrats**

Although there has not been a great shift in voting intentions toward the Democrats, the image of their party has improved strikingly in the eyes of the voters, particularly among Independents, in the past 15 months. The proportion of the public which believes that Democrats "can bring about the kind of changes the country needs" has risen 12 percentage points since April 1995, to 46%, while the Republican standing has fallen by the same amount, to 39%. More of the public also credits the Democrats with being "well organized" than previously: 35%, up from 27% two years ago. Republican stock has fallen here, too, from 48% to 40%, although the GOP remains marginally ahead on this measure.

Virtually all of the Democratic gains on the question of bringing about change the country needs were found among Independents: a 21 percentage point rise (from 28% to 49%) during the period. Moreover, Independents who *lean Republican* shifted almost as much in the same direction: a 16 percentage point rise (from 8% to 24%) in favor of the Democrats. On the question of which party is well organized, gains of similar size were found among the same two political groupings, Independents and Republican-leaning Independents. Demographically, the Democrats' image on ability to bring about change improved most among middle-aged Americans and among men.

<b>Which Party Better Described By . . .</b>			
	April	July	
	<u>1995</u>	<u>1996</u>	
	%	%	
<i>Can bring about changes the country needs</i>			
Republican	51	39	
Democratic	34	46	
<i>Able to manage the Federal government well</i>			
Republican	49	45	
Democratic	30	32	
	July	July	
	<u>1994</u>	<u>1996</u>	
	%	%	
<i>Well organized</i>			
Republican	48	40	
Democratic	27	35	

Another sign that the Republicans have lost their edge in public confidence was the disappearance of a 10 percentage point margin the GOP enjoyed last year on the question of which party can better handle the "most important problem" facing the nation. In April 1995, 42% of respondents said the GOP was better, 32% said the Democrats; now the two parties are statistically even at 36% and 35%, respectively. Leading the list of the most important problems was crime (cited by 19%), followed by morality/family values (13%), drugs/alcohol and dissatisfaction with the government/politics (both 8%), and unemployment, welfare abuse, and deficit/balanced budget (all 7%). Health care was a mere 4% compared to a high of 20% two years ago. Another notable finding was the continued drop in salience of economic issues among voters: from a high of 76% in January 1992 and 28% in June 1995, the total citations for all economic issues amounted to only 18% now.

Republicans continue to enjoy the same edge as in recent years as the party "able to manage the Federal government well:" 45% to 32% for Democrats. They have also retained their recent gains as the party "concerned with the needs of people like me," 35% vs. 21% in 1990, although the Democrats at 50% are still most highly regarded on this score.

Other long-standing images of the two parties remained intact. Democrats are seen far more as the party "concerned with the needs and interests of the disadvantaged:" 63% vs. 23% for the GOP. The Republicans, for their part, are still seen as the party more "concerned with the needs and interests of business and other powerful groups:" 65% vs. 19% for Democrats. The parties received



the same rating for being able to govern "in an honest and ethical way:" 38% GOP vs. 37% Democrats, with 18% of respondents saying "neither."

### **Third Party Inclinations**

Despite the apparent resurgence of Democrats, the electorate retains considerable interest in an alternative to Democrats and Republicans. A solid majority of 58% agreed the country should have a third party, up from 53% two years ago and from 41% in January 1984 (in an *ABC/Washington Post* poll). Among registered voters now, 44% said they favored Clinton outright or leaned toward him, 34% favored or leaned toward Dole, and 16% favored or leaned toward Ross Perot. This Perot support is down only slightly from two years ago when it stood at 20% (July 1994). On the other hand, when asked who they would prefer as the candidate of the Reform Party, its founder Perot or former Colorado governor Richard Lamm, 43% *of all respondents* chose Perot while 30% picked Lamm. However, among respondents *who had heard of Lamm's decision to run*, the results were reversed: 40% chose Lamm and only 33% picked Perot. Independents informed of Lamm's decision chose him 46% to 30%, and even among those who voted for Perot four years ago, Lamm was favored (albeit insignificantly) over Perot, 41% to 38%. Lamm's support was strongest among whites, college graduates and those with incomes over \$30,000 a year.

### **News Interest Rises with Tragedies, Games**

Understandably, the latest acts of terrorism in and against the United States evoked enormous public interest. Fully 69% said they followed "very closely" news of the crash of the TransWorld Airlines plane off the coast of New York, a level of interest exceeded only by three events in the ten years that the News Interest Index has been conducted: the Space Shuttle Challenger explosion in July 1986, followed by 80%; the San Francisco earthquake in November 1989, by 73%; and the Rodney King verdict and following riots in May 1992, by 70%.<sup>1</sup>

Similarly, the pipe bomb explosions at the Atlanta Olympic Games was followed very closely by 57% of the public, essentially identical to the 58% who did the same for the Oklahoma City bombing a year ago. The Games themselves were followed very closely by 45% of the public, compared to 33% who did the same for the Winter Olympic Games in 1992. The burning of black churches in the south was followed very closely by 35% of Americans, and the bombing of a U.S. military base in Saudi Arabia by 32%.

---

<sup>1</sup>

A full listing of News Interest Index results can be found on the Pew Research Center's World Wide Web page: [www.people-press.org](http://www.people-press.org).

Women were a somewhat higher proportion of the news audience on the TWA and the two Olympic stories, but men were higher for the Saudi Arabia bombing. The Games, for example, were followed very closely by 47% of women, 42% of men. And reflecting the natural audience for athletic competition, 56% of Americans under 30 watched very closely (compared to 43% of the middle-aged and 40% of Americans 50 years old and older). Respondents in the eastern U.S. followed the TWA crash much more than those in other regions. Those living in the West followed the Olympic bombing more closely than other regions, perhaps reflecting the time differences with Atlanta; the bombing occurred after 1 a.m. EDT. Fully 67% of African Americans followed the church burnings very closely, more than twice the proportion of whites (31%).

### **Few Follow Filegate**

Only 14% of Americans followed very closely news about the Whitewater investigation despite the release of a critical Senate committee report and the jailing of some former Clinton associates in Arkansas. This was only 3 percentage points above the lowest interest level in that subject, which came earlier this year when merely 11% followed such news very closely, and was only half of the 22% who followed it two years ago when the story was fresh. Essentially the same interest level, 15%, was also found now for news about the improper White House gathering of FBI files. Republicans were much more interested in Filegate than were Democrats and Independents. Among earlier Clinton controversies, news of the hiring of illegal aliens by Attorney General nominees Zoe Baird and Kimba Wood attracted 24% of the public, President Clinton's \$200 haircut got 18%, Paula Jones sex charges rated 15%, Clinton's alleged extramarital affairs 15%, White House aide Vince Foster's suicide 13%, the White House travel office firings 13%, and Clinton draft avoidance 11%.

### **Tobacco and Abortion Issues Visible**

The public pronounced the presidential election campaign dull to date. Only 22% said they followed it very closely. Despite the low interest, however, the public was very aware of two highly contentious issues that emerged so far -- abortion and tobacco. Three out of four Americans said they have either heard a lot (26%) or heard something (50%) about the debate over the Republican party's platform on abortion. And more than two out of three Americans said they had heard a lot (33%) or something (35%) about Dole's statement that cigarettes might not be addictive to everyone.

American interest in the former Soviet Union appears to have reached a new low. The breakup of the former Communist empire in October 1991 following the coup attempt against Mikhail Gorbachev attracted 47%, the high point of public attention. By 1993, only 18% followed Boris Yeltsin's decision to dissolve the Russian Parliament. Now, merely 7% followed very closely

news about Yeltsin's reelection over an old-line Communist challenger. In other foreign news, 16% followed the situation in Bosnia very closely, down from a high of 37% in January of this year when U.S. forces were being introduced into that Balkan country.

### **Low Grades for the Press**

Perhaps because the public finds the race boring, the media received only fair grades for covering the U.S. presidential campaign. Only 42% of the public rated the press "excellent" or "good" in doing its job, down from 61% at the height of the GOP primary fights in February 1996. And 42% rated the press "only fair" compared to 25% last February.

But the press was overwhelmingly rated as fair in its coverage of both Clinton and Dole. On Clinton's campaign, 72% judged coverage fair (20% said unfair), essentially the same as in September and March of 1992. As for Dole, 68% said his coverage was fair, 23% said unfair. Even a majority of Republicans (56%) judged the media fair toward Dole, the party's presumptive candidate.

The public said it had heard and read about Clinton far more than about Dole in the previous week: 60% vs. 27%. And more than three times as many respondents predicted a Clinton victory over Dole come November: 71% forecast Clinton, 19% said Dole, 2% said Ross Perot.

**PERCENT FOLLOWING EACH  
NEWS STORY "VERY CLOSELY"**

	TWA Crash	Olympic Bombing (N=520)	Summer Olympics In Atlanta	Burning of Black Churches	Bombing Of Saudi Base	(N)
<i>Total</i>	69	57	45	35	32	1216
<i>Sex</i>						
Male	66	54	42	34	36	591
Female	71	59	47	36	29	625
<i>Race</i>						
White	69	54	44	31	31	971
**Hispanic	77	*	41	41	40	82
Black	70	*	56	67	38	125
<i>Age</i>						
Under 30	68	57	56	33	25	267
30-49	66	57	43	31	30	518
50+	72	56	40	41	40	416
<i>Education</i>						
College Grad.	73	60	45	31	33	368
Other College	72	62	53	38	34	309
High School Grad	68	57	46	33	32	421
< H. S. Grad.	62	*	32	42	31	111
<i>Region</i>						
East	80	56	45	29	30	238
Midwest	64	50	39	30	25	311
South	66	57	45	42	36	443
West	68	67	50	36	38	224
<i>Party ID</i>						
Republican	68	60	46	29	31	354
Democrat	72	69	50	49	40	390
Independent	69	46	42	29	29	407

*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.*

\* Too few cases to analyze.

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

**CONTINUED...**

**PERCENT FOLLOWING EACH  
NEWS STORY "VERY CLOSELY"**

	News About the Presidential Campaign	Situation In Bosnia	Improper White House Gathering of FBI files	Whitewater Investigation	Russian Presidential Elections	(N)
<i>Total</i>	22	16	15	14	7	1216
<i>Sex</i>						
Male	24	17	18	16	10	591
Female	21	14	11	12	5	625
<i>Race</i>						
White	21	15	15	14	8	971
**Hispanic	29	15	14	14	8	82
Black	32	19	11	9	4	125
<i>Age</i>						
Under 30	22	15	9	12	5	267
30-49	18	11	11	10	4	518
50+	27	21	22	19	13	416
<i>Education</i>						
College Grad.	22	15	19	15	10	368
Other College	26	16	14	14	6	309
High School Grad	19	16	12	11	5	421
< H. S. Grad.	26	15	16	18	11	111
<i>Region</i>						
East	18	11	13	10	7	238
Midwest	19	11	12	14	6	311
South	24	17	16	16	9	443
West	27	23	17	14	9	224
<i>Party ID</i>						
Republican	26	18	20	18	7	354
Democrat	28	18	11	14	11	390
Independent	16	12	14	10	5	407

*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.

# TABLES

## THOUGHT GIVEN TO THE ELECTION

	-----June 1992 -----			-----July 1996-----		
	Quite a Lot %	Some %	Little/ None/ %	Quite a Lot %	Some %	Little/ None/ %
Total	55	6	38	47	2	51
<b>Sex</b>						
Male	57	6	36	50	3	47
Female	53	5	40	44	2	53
<b>Race</b>						
White	57	6	36	48	2	49
Non-white	43	6	50	39	4	58
Black	42	6	51	38	4	57
<b>Age</b>						
Under 30	40	5	55	38	2	60
30-49	58	5	36	44	2	54
50-64	64	6	28	56	5	39
65+	58	7	33	53	3	43
<b>Education</b>						
College Grad.	72	6	22	57	3	39
Some College	60	7	32	51	2	47
High School Grad.	51	4	45	41	2	56
<H.S. Grad	40	6	53	42	3	55
<b>Family Income</b>						
\$50,000+	70	6	24	52	4	44
\$30,000-\$49,999	61	5	34	48	1	50
\$20,000-\$29,999	52	6	41	48	3	48
<\$20,000	45	6	48	39	1	60
<b>Region</b>						
East	51	7	42	41	3	55
Midwest	54	6	39	47	2	51
South	56	5	39	48	3	50
West	61	5	32	52	2	46
<b>Party ID</b>						
Republican	57	6	36	60	4	36
Democrat	55	6	38	48	2	50
Independent	56	5	39	38	2	59
Lean Republican	58	5	37	44	0	55
Lean Democrat	55	5	40	33	4	63

Question: How much thought have you given to the coming Presidential election. . . quite a lot or only a little? {"Some" and "none" are volunteered responses.}

## ABSOLUTELY CERTAIN WILL VOTE IN NOVEMBER ELECTION

	<u>June 1992</u> %	<u>July 1996</u> %	<u>% Change</u>
<b><i>Total</i></b>	75	69	-6
<b><i>Sex</i></b>			
Male	76	70	-6
Female	74	68	-6
<b><i>Race</i></b>			
White	76	69	-7
Non-white	70	68	-2
Black	73	69	-4
<b><i>Age</i></b>			
Under 30	61	60	-1
30-49	78	71	-7
50-64	81	74	-7
65+	81	70	-11
<b><i>Education</i></b>			
College Grad.	89	83	-6
Some College	80	75	-5
High School Grad.	72	66	-6
<H.S. Grad	59	53	-6
<b><i>Family Income</i></b>			
\$50,000+	89	80	-9
\$30,000-\$49,999	79	70	-9
\$20,000-\$29,999	75	66	-9
<\$20,000	68	59	-9
<b><i>Region</i></b>			
East	73	64	-9
Midwest	76	72	-4
South	73	70	-3
West	80	70	-10
<b><i>Party ID</i></b>			
Republican	81	83	+2
Democrat	79	75	-4
Independent	70	56	-14
Lean Republican	74	62	-12
Lean Democrat	68	55	-13

Question: Do you yourself plan to vote in the election this November? **(IF YES ASK)** How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?



**PRESIDENTIAL TRIAL HEATS\***  
(Based on Registered Voters)

	Two-Way			Three-Way			
	<u>Clinton</u>	<u>Dole</u>	<u>Undecided</u>	<u>Clinton</u>	<u>Dole</u>	<u>Perot</u>	<u>Undecided</u>
	%	%	%	%	%	%	%
<b>Total</b>	53	42	5=100	44	34	16	6=100
<b>Sex</b>							
Male	50	45	5=100	40	35	19	6=100
Female	55	40	5=100	48	33	14	5=100
<b>Race</b>							
White	47	48	5=100	39	38	17	6=100
Non-white	86	8	6=100	77	8	9	6=100
Black	91	3	6=100	82	5	7	6=100
<b>Age</b>							
Under 30	58	41	1=100	45	29	22	4=100
30-49	52	42	6=100	44	32	18	6=100
50-64	51	42	7=100	46	35	10	9=100
65+	52	44	4=100	44	40	13	3=100
<b>Education</b>							
College Grad.	49	47	4=100	45	41	11	3=100
Some College	54	40	6=100	45	33	16	6=100
High School Grad.	56	40	4=100	44	32	20	4=100
<H.S. Grad	49	43	8=100	43	27	17	13=100
<b>Family Income</b>							
\$75,000+	51	43	6=100	46	33	14	7=100
\$50,000-\$74,999	48	48	4=100	39	40	17	4=100
\$30,000-\$49,999	49	48	3=100	42	39	17	2=100
\$20,000-\$29,999	56	41	3=100	44	35	17	4=100
<\$20,000	63	32	5=100	53	24	16	7=100
<b>Region</b>							
East	54	41	5=100	45	32	18	5=100
Midwest	54	40	6=100	43	31	19	7=100
South	50	44	6=100	44	36	14	6=100
West	52	44	4=100	45	35	14	6=100

\* Includes leaners

Question: Suppose there were only two major candidates for president and you had to choose between Bill Clinton, the Democrat, and Bob Dole, the Republican. Who would you vote for?  
As of TODAY, do you LEAN more to Clinton, the Democrat, or Dole, the Republican?

Suppose the 1996 presidential election were being held TODAY, and the candidates were Bill Clinton, the Democrat; Bob Dole, the Republican; and Ross Perot, an Independent. Who would you vote for?  
As of TODAY, do you lean most to Bill Clinton, the Democrat; Bob Dole, the Republican; or do you lean toward Ross Perot the Independent?

**Continued ...**

	Two-Way			Three-Way			
	<u>Clinton</u>	<u>Dole</u>	<u>Undecided</u>	<u>Clinton</u>	<u>Dole</u>	<u>Perot</u>	<u>Undecided</u>
	%	%	%	%	%	%	%
<b><i>Total</i></b>	53	42	5=100	44	34	16	6=100
<b><i>Community Size</i></b>							
Large City	69	24	7=100	60	22	13	5=100
Suburb	51	46	3=100	42	37	16	5=100
Small City/Town	51	45	4=100	42	36	17	5=100
Rural Area	42	51	7=100	37	38	18	7=100
<b><i>Religious Affiliation</i></b>							
Total White Protestant	40	55	5=100	34	45	15	6=100
White Prot. Evangelical	32	62	6=100	27	55	13	5=100
White Prot. Non-Evang.	48	47	5=100	41	35	18	6=100
White Catholic	58	40	2=100	45	30	20	5=100
<b><i>Party ID</i></b>							
Republican	13	83	4=100	9	72	15	4=100
Democrat	93	5	2=100	85	5	8	2=100
Independent	54	38	8=100	40	25	28	7=100
<b><i>1992 Presidential Vote</i></b>							
Clinton	89	9	2=100	82	6	9	3=100
Bush	12	83	5=100	10	77	8	5=100
Perot	29	59	12=100	10	27	54	9=100
<b><i>Presidential Approval</i></b>							
Approve	87	10	3=100	76	7	13	4=100
Disapprove	9	84	7=100	4	68	21	7=100
<b><i>GOP Congressional Approval</i></b>							
Approve	22	75	3=100	18	64	13	5=100
Disapprove	79	16	5=100	67	10	19	4=100
<b><i>Listens To Talk Radio</i></b>							
Regularly	44	50	6=100	37	44	12	7=100
Sometimes	50	46	4=100	42	37	16	5=100
Rarely/Never	56	39	5=100	48	29	17	6=100

**SWING VOTERS**  
(Based On Registered Voters)

	<i>Clinton's Current and Potential Support</i>		<i>Dole's Current and Potential Support</i>	
	Now	Chance Might	Now	Chance Might
	<u>Support*</u>	<u>Support</u>	<u>Support</u>	<u>Support</u>
	%	%	%	%
<b>Total</b>	53	8	42	15
<b>Sex</b>				
Male	50	8	45	16
Female	55	9	40	13
<b>Race</b>				
White	47	9	48	14
Non-white	86	3	8	16
Black	91	2	3	15
<b>Age</b>				
Under 30	58	14	41	17
30-49	52	7	42	16
50-64	51	8	42	11
65+	52	6	44	11
<b>Education</b>				
College Grad.	49	11	47	15
Some College	54	13	40	16
High School Grad.	56	5	40	16
<H.S. Grad	49	5	43	7
<b>Family Income</b>				
\$75,000+	51	10	43	22
\$50,000-\$74,999	48	10	48	15
\$30,000-\$49,999	49	10	48	14
\$20,000-\$29,999	56	5	41	12
<\$20,000	63	8	32	13

\* Total support for each candidate, as measured in the two-way presidential preference question

Question: (IF RESPONDENT DID NOT CHOOSE CLINTON IN THE TWO WAY TRIAL HEAT, ASK:) Do you think that there is a chance that you might vote for Bill Clinton in November or have you definitely decided not to vote for him?  
(IF RESPONDENT DID NOT CHOOSE DOLE IN THE TWO WAY TRIAL HEAT, ASK:) Do you think that there is a chance that you might vote for Bob Dole in November or have you definitely decided not to vote for him?

**Continued ...**

	<i>Clinton's Current and Potential Support</i>		<i>Dole's Current and Potential Support</i>	
	Now	Chance Might	Now	Chance Might
	<u>Support</u>	<u>Support</u>	<u>Support</u>	<u>Support</u>
	%	%	%	%
<b><i>Total</i></b>	53	8	42	15
<b><i>Region</i></b>				
East	54	10	41	15
Midwest	54	9	40	15
South	50	7	44	15
West	52	7	44	12
<b><i>Community Size</i></b>				
Large City	69	5	24	14
Suburb	51	7	46	15
Small City/Town	51	9	45	15
Rural Area	42	12	51	12
<b><i>Religious Affiliation</i></b>				
Total White Protestant	40	9	55	12
White Prot. Evangelical	32	8	62	9
White Prot. Non-Evang.	48	9	47	16
White Catholic	58	11	40	18
<b><i>Party ID</i></b>				
Republican	13	11	83	8
Democrat	93	1	5	13
Independent	54	12	38	22
<b><i>1992 Presidential Vote</i></b>				
Clinton	89	5	9	17
Bush	12	9	83	9
Perot	29	12	59	14
<b><i>Presidential Approval</i></b>				
Approve	87	5	10	19
Disapprove	9	8	84	8
<b><i>GOP Congressional Approval</i></b>				
Approve	22	11	75	11
Disapprove	79	5	16	16
<b><i>Listens To Talk Radio</i></b>				
Regularly	44	8	50	12
Sometimes	50	8	46	16
Rarely/Never	56	9	39	14

**CONGRESSIONAL VOTING INTENTIONS**  
(Based On Registered Voters)

	<u>Republican</u>	<u>Democrat</u>	<u>Undecided</u>	(N)
	%	%	%	
<b><i>Total</i></b>	46	47	7	(928)
<b><i>Sex</i></b>				
Male	48	45	7	(446)
Female	45	48	7	(482)
<b><i>Race</i></b>				
White	52	41	7	(756)
Non-white	13	79	8	(160)
Black	10	84	6	(95)
<b><i>Age</i></b>				
Under 30	49	46	5	(164)
30-49	46	48	6	(395)
50-64	45	46	9	(210)
65+	45	44	11	(146)
<b><i>Education</i></b>				
College Grad.	53	41	6	(301)
Some College	48	46	6	(235)
High School Grad.	42	50	8	(315)
<H.S. Grad	43	47	10	(74)
<b><i>Family Income</i></b>				
\$75,000+	49	42	9	(126)
\$50,000-\$74,999	55	41	4	(156)
\$30,000-\$49,999	55	42	3	(241)
\$20,000-\$29,999	37	54	9	(137)
<\$20,000	35	57	8	(156)
<b><i>Region</i></b>				
East	41	46	13	(174)
Midwest	46	48	6	(237)
South	48	47	5	(350)
West	48	44	8	(167)

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? As of TODAY, do you lean more to the Republican or the Democrat?

**Continued ...**

	<u>Republican</u> %	<u>Democrat</u> %	<u>Undecided</u> %	(N)
<i>Total</i>	46	47	7	(928)
<b><i>Community Size</i></b>				
Large City	30	61	9	(185)
Suburb	55	40	5	(234)
Small City/Town	47	45	8	(316)
Rural Area	49	44	7	(185)
<b><i>Religious Affiliation</i></b>				
Total White Protestant	58	35	7	(491)
White Prot. Evangelical	62	29	9	(224)
White Prot. Non-Evang.	55	40	5	(267)
White Catholic	44	48	8	(155)
<b><i>Party ID</i></b>				
Republican	90	5	5	(301)
Democrat	6	92	2	(314)
Independent	42	46	12	(269)
<b><i>1992 Presidential Vote</i></b>				
Clinton	15	79	6	(379)
Bush	84	8	8	(271)
Perot	64	29	7	(86)
<b><i>1996 Presidential Preference</i></b>				
Clinton/Lean Clinton	16	79	5	(505)
Dole/Lean Dole	84	10	6	(375)
<b><i>Presidential Approval</i></b>				
Approve	23	71	6	(512)
Disapprove	77	15	8	(357)
<b><i>GOP Congressional Approval</i></b>				
Approve	78	17	5	(356)
Disapprove	21	73	6	(460)
<b><i>Listens To Talk Radio</i></b>				
Regularly	50	44	6	(162)
Sometimes	48	46	6	(241)
Rarely/Never	44	47	9	(523)

# 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 1,216 adults, 18 years of age or older, during the period July 25-28, 1996. 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=610) or Form 2 (N=606), 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 four 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

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

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

Q.1 Do you approve or disapprove of the way Bill Clinton is handling his job as president? **(IF "DON'T KNOW," ENTER DK. IF "DEPENDS," PROBE ONCE WITH: Overall, do you approve or disapprove of the way Bill Clinton is handling his job as president? IF STILL "DEPENDS", ENTER AS DK).**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
July, 1996	54	38	8=100
June, 1996	54	38	8=100
April, 1996	53	39	8=100
March, 1996	55	38	7=100
February, 1996	51	39	10=100
January, 1996	50	43	7=100
October, 1995	48	42	10=100
September, 1995	45	42	13=100
August, 1995	44	44	12=100
June, 1995	50	40	10=100
April, 1995	47	43	10=100
March, 1995	44	44	12=100
February, 1995	44	44	12=100
December, 1994	41	47	12=100
November, 1994	48	40	12=100
October, 1994	41	47	12=100
Early October, 1994	38	47	15=100
September, 1994	41	52	7=100
July, 1994	45	46	9=100
June, 1994	42	44	14=100
May, 1994	46	42	12=100
March, 1994	45	42	13=100
January, 1994	51	35	14=100
Early January, 1994	48	35	17=100
December, 1993	48	36	16=100
October, 1993	44	42	14=100
September, 1993	49	35	16=100
Early September, 1993	43	43	14=100
August, 1993	39	46	15=100
May, 1993	39	43	18=100
Early May, 1993	45	37	18=100
April, 1993	49	29	22=100
February, 1993	56	25	19=100

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

		June 1996	April 1996	March 1996	Feb 1996	Jan 1996	Oct 1995	Sept 1995	Aug 1995	June 1995	April 1995	March 1995	Dec 1994 <sup>2</sup>
38	Approve	36	39	35	33	36	36	36	38	41	44	43	52
48	Disapprove	50	46	51	53	54	51	50	45	45	43	39	28
<u>14</u> 100	Don't know/Refused	<u>14</u> 100	<u>15</u> 100	<u>14</u> 100	<u>14</u> 100	<u>10</u> 100	<u>13</u> 100	<u>14</u> 100	<u>17</u> 100	<u>14</u> 100	<u>13</u> 100	<u>18</u> 100	<u>20</u> 100

**ON A DIFFERENT SUBJECT...**

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

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

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

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

<sup>2</sup>

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

Q.3 con't ...

	<u>June</u>	<u>April</u>	<u>Oct</u>	<u>July</u>	<u>June</u>	<u>Mar</u>	<u>Dec</u>	<u>Sept</u>	<u>June</u>	<u>April</u>	<u>Jan</u>	<u>May</u>	<u>Feb</u>	<u>April</u>	
	<u>1995</u>	<u>1995</u>	<u>1994</u>	<u>1994</u>	<u>1994</u>	<u>1994</u>	<u>1993</u>	<u>1993</u>	<u>1993</u>	<u>1993</u>	<u>1992</u>	<u>1990</u>	<u>1989</u>	<u>1987</u>	
8	Drugs/Alcohol	5	9	2	3	6	10	8	5	5	4	4	37	23	6
8	Dissatisfaction with government/Politics	6	6	5	4	5	5	2	5	5	3	2	2	1	0
7	Deficit/National debt/ Balanced budget	9	13	8	5	4	5	6	9	13	17	4	11	19	12
6	Education	6	7	2	3	4	5	5	4	5	2	2	4	4	0
4	Economy (general)	5	5	7	5	4	4	6	9	17	18	43	5	4	7
3	Taxes	3	4	2	2	1	3	2	3	4	4	1	3	2	0
2	Racism	2	2	1	1	1	3	1	3	2	3	1	2	0	0
2	Homeless	4	3	4	4	2	3	5	2	5	2	6	8	10	*
3	Poverty	4	3	2	3	2	2	3	2	3	3	1	3	4	6
2	Inflation/Difference between wages/Costs	3	2	2	2	*	2	2	2	2	2	2	3	2	3
5	Too much foreign aid/ Spend money at home	2	3	2	2	1	2	1	*	2	2	1	3	1	0
1	Environment/Pollution	1	1	*	1	1	2	1	1	*	2	1	8	2	0
7	Welfare abuse	5	9	1	2	4	2	*	*	*	*	*	*	*	*
1	AIDS	1	1	*	1	2	2	*	*	*	*	*	*	*	*
2	Issues related to elderly	*	1	*	*	*	1	1	*	2	2	1	2	2	0
2	Other Social Issues	0	0	0	*	0	*	3	4	*	*	*	*	*	*
2	Other domestic	5	3	1	3	1	1	3	1	2	1	10	11	10	21
*	Other international	4	1	3	2	4	1	2	3	3	1	4	6	10	22
2	Other	2	3	4	6	2	2	*	2	4	8	1	5	9	1
6	Don't know/No answer	3	3	5	3	5	4	6	4	2	4	3	1	3	3

Q.3 con't ...

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

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

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

		April 1995	July 1994	Mar 1994	June 1993	Jan 1992 <sup>3</sup>	May 1990	May 1988	Jan 1988	May 1987
36	Republicans	42	36	29	28	32	29	26	30	28
35	Democrats	32	33	29	35	41	30	38	35	38
18	No difference (VOL)	17	16	26	23	12	31	22	24	24
<u>11</u>	Don't know	<u>9</u>	<u>15</u>	<u>16</u>	<u>14</u>	<u>15</u>	<u>10</u>	<u>14</u>	<u>11</u>	<u>10</u>
100 (N=1145)		100	100	100	100	100	100	100	100	100

ASK ALL:

NOW A DIFFERENT KIND OF QUESTION...

Q.5 As I mention a person's name, tell me what one word best describes your impression of that person. Tell me just the one best word that describes him or her. **(PROBE ONCE IF RESPONDENT ANSWERS "DON'T KNOW". ACCEPT UP TO TWO RESPONSES BUT DO NOT PROBE FOR SECOND RESPONSE. ROTATE.)**.

**FOR RESULTS, SEE PAGES 5 & 6.**

<sup>3</sup> Based on registered voters.

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

Q.6 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely?

**[READ AND ROTATE LIST]**

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<b>(VOL)</b> <u>DK</u>	
a.	The situation in Bosnia	16	37	32	15	*=100	
	March, 1996	18	43	26	13	*=100	
	February, 1996	21	43	22	13	1=100	
	January, 1996 <sup>4</sup>	37	45	13	5	*=100	
	September, 1995	15	40	25	19	1=100	
	August, 1995	16	36	26	21	1=100	
	June, 1995	22	42	22	13	1=100	
	March, 1995	11	27	36	25	1=100	
	February, 1995	8	33	32	26	1=100	
	December, 1994	13	37	32	18	*=100	
	October, 1994	13	35	29	22	1=100	
	September, 1994	9	29	39	23	*=100	
	June, 1994	12	28	37	22	1=100	
	May, 1994	18	37	26	18	1=100	
	January, 1994	12	31	32	25	*=100	
	Early January, 1994	15	38	30	17	*=100	
	December, 1993	15	32	31	21	1=100	
	October, 1993	16	36	30	17	1=100	
	September, 1993	15	32	32	20	1=100	
	Early September, 1993	17	38	26	19	*=100	
	August, 1993	19	37	25	18	1=100	
	May, 1993	23	34	28	13	2=100	
	February, 1993	15	32	33	20	*=100	
	January, 1993	15	33	30	22	*=100	
	September, 1992	10	27	31	31	1=100	
b.	The presidential election campaign <sup>5</sup>	22	40	23	14	1=100	
	October, 1992	55	36	7	2	0=100	(N=1153)
	August, 1992	36	51	11	2	0=100	(N=1023)
	July, 1992	20	45	26	9	*=100	(N=1053)
	October, 1988	43	44	11	2	*=100	(N=2006)
	August, 1988	39	45	13	3	*=100	(N=1000)
c.	The bombing of a military base in Saudi Arabia	32	36	20	12	*=100	

---

<sup>4</sup> In previous month story was listed as "The deployment of US troops to Bosnia."

<sup>5</sup> The October 1992, August 1992, October 1988, and August 1988 figures are based on registered voters.



**Q.6 con't ...**

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<b>(VOL) DK</b>
d.	The burning of black churches in the South	35	40	18	7	*=100
e.	News about the Whitewater investigation	14	31	31	24	*=100
	March, 1996	11	28	34	26	1=100
	January, 1996	11	28	33	28	*=100
	August, 1995 <sup>6</sup>	11	26	32	30	1=100
	May, 1994 <sup>7</sup>	22	36	23	18	1=100
	March, 1994 <sup>8</sup>	11	38	28	21	2=100
	January, 1994 <sup>9</sup>	14	25	28	32	1=100
	Early January, 1994	13	29	31	26	1=100
f.	The Russian presidential elections	7	25	31	37	*=100
g.	The summer Olympic Games in Atlanta	45	30	13	11	1=100
h.	The improper gathering of FBI files on prominent Republicans by White House staffers	15	25	30	29	1=100
i.	The crash of a Paris-bound TWA plane off the coast of New York	69	23	6	2	*=100
j.	The explosion of a pipe-bomb at the Atlanta Olympics <sup>10</sup>	57	24	8	9	2=100 (N=520)

---

<sup>6</sup> In previous month story was listed as "The Congressional hearings about Whitewater."

<sup>7</sup> In previous month story was listed as "The Whitewater case and other issues about the personal finances of the Clinton's."

<sup>8</sup> In previous month story was listed "News stories about the Whitewater case and White House handling of it".

<sup>9</sup> In previous month story was listed "Questions about Bill and Hillary Clinton's failed real estate investments in Arkansas".

<sup>10</sup> Interviews for this item were conducted on Saturday and Sunday only.

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

		June	Oct <sup>11</sup>	Sept	Aug	June	<i>Gallup</i>	
		<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>Aug</u>	<u>Sept</u>
							<u>1988</u>	<u>1988</u>
47	Quite a lot	43	77	63	72	55	61	57
2	Some (VOL)	5	5	3	4	6	10	18
49	Only a little	47	16	31	23	36	27	23
2	None (VOL)	4	1	2	1	2	2	2
<u>1</u> 100	Don't know/Refused	<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.7a Are you more interested or less interested in politics this year than you were in 1992 -- the last presidential election year?<sup>12</sup>

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

---

<sup>11</sup> The October 1992 and August 1992 figures are based on registered voters.

<sup>12</sup> In 1992 question referenced politics in 1988.

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

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

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

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

**ASK ALL:**

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

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

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

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

		June <u>1996</u>	April <u>1996</u>	March <u>1996</u>	Feb <u>1996</u>	Jan <u>1996</u>
<b>BASED ON REGISTERED VOTERS: [N=928]</b>						
53	Clinton/Lean Clinton	55	54	53	52	53
	20 Strongly	22	n/a	n/a	n/a	n/a
	31 Only moderately	29	n/a	n/a	n/a	n/a
	1 Don't know	1	n/a	n/a	n/a	n/a
42	Dole/Lean Dole	40	40	41	44	41
	11 Strongly	13	n/a	n/a	n/a	n/a
	30 Only moderately	23	n/a	n/a	n/a	n/a
	* Don't know	1	n/a	n/a	n/a	n/a
<u>5</u> 100	Other Candidate/Undecided	<u>5</u> 100 (N=1500)	<u>6</u> 100 (N=1277)	<u>6</u> 100 (N=1116)	<u>4</u> 100 (N=567)	<u>6</u> 100 (N=895)

**ASK ALL:**

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

**BASED ON REGISTERED VOTERS WHO SAID THEY WOULD VOTE FOR CLINTON:**

[N=505]

Bill Clinton

**31 NEGATIVE (NET)**

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

**30 RECORD (NET)**

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

**26 QUALITIES (NET)**

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

**14 ISSUES (NET)**

- 12 Like his ideas/Stand on issues in general
- 1 Like his stand for education
- 1 Like his stand on abortion
- 1 Like his position on welfare reform
- \* Raising minimum wage
- \* Has helped unemployment
  
- 7 Keep Democrats in power/Like Democratic Party
- 2 Wrong time for change
- 3 Other
- 4 Don't know/No answer

**Q.10 con't...**

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

Bob Dole

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

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

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

**BASED ON REGISTERED VOTERS: [N=928]**

- 8     Chance might vote for him
  
- 36     Decided not to vote for him
  
- 4     Don't know/Refused
- 48

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

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

**BASED ON REGISTERED VOTERS: [N=928]**

- 15     Chance might vote for him
  
- 40     Decided not to vote for him
  
- 3     Don't know/Refused
- 58

**NO QUESTIONS 13 & 14**

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

Q.15

F1. Regardless of who you support, which one of the Presidential candidates do you think would do the best job of **(INSERT ITEM. IF RESPONDENT MENTIONS ANYONE OTHER THAN DOLE OR CLINTON, PROBE ONCE: "IF YOU HAD TO CHOOSE BETWEEN CLINTON AND DOLE... ." ROTATE)** -- Bill Clinton or Bob Dole ?

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

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

Q.16

F2. As I read a list of phrases tell me if you think this phrase better describes Bill Clinton or if it better describes Bob Dole. **(READ AND ROTATE)**

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

**ASK ALL:**

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

**IF YES, ASK:**

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

		<u>June</u> <u>1996</u>	<u>Oct</u> <u>1992<sup>13</sup></u>	<u>Sept</u> <u>1992</u>	<u>Aug</u> <u>1992</u>	<u>June</u> <u>1992</u>
89	Yes -- <b>GO TO Q.18</b>	88	98	98	97	89
69	Absolutely certain	71	91	85	89	75
18	Fairly certain	15	6	11	8	12
2	Not certain	2	1	2	*	2
8	No -- <b>GO TO Q.19</b>	8	1	1	1	7
<u>3</u> 100	Don't know/Refused -- <b>GO TO Q.19</b>	<u>4</u> 100	<u>1</u> 100	<u>1</u> 100	<u>2</u> 100	<u>4</u> 100

**ASK ALL:**

Q.19 Suppose the 1996 elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district?

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

**BASED ON REGISTERED VOTERS: [N=928]**

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

<sup>13</sup>

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



**ASK ALL:**

**AGAIN THINKING ABOUT THE PRESIDENTIAL CAMPAIGN . . .**

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

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

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

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

**ROTATE QUESTIONS 21 AND 21A.**

**ASK ALL:**

Q.21 What grade would you give Bill Clinton as to how good a job he is doing in convincing you to vote for him. Would you grade his election campaign: A, B, C, D, or F?

		September <u>1992</u> <sup>14</sup>
9	A	21
30	B	37
30	C	24
12	D	7
17	F	7
<u>2</u>	Don't know/Refused	<u>4</u>
100		100 (N=1175)

---

<sup>14</sup> Based on registered voters.

Q.21a What grade would you give Bob Dole as to how good a job he is doing in convincing you to vote for him. Would you grade his election campaign: A, B, C, D, or F?

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

Q.22 All in all, how would you rate the job the press has done in covering the presidential campaign so far; excellent, good, only fair, or poor?

		<u>Feb</u> <u>1996</u>	<u>Sept</u> <u>1992</u>	<u>May</u> <u>1992</u>	<u>March</u> <u>1992</u>	<u>Feb</u> <u>1992</u>
7	Excellent	16	12	10	12	11
35	Good	45	45	44	51	45
42	Only fair	25	27	33	28	32
14	Poor	10	11	10	6	7
<u>2</u>	Don't know	<u>4</u>	<u>5</u>	<u>3</u>	<u>3</u>	<u>5</u>
100		100	100	100	100	100

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

Q.23

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

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

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

Q.23a

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

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

**ASK ALL:**

**ROTATE QUESTIONS 24 AND 25**

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

		Sept <u>1992<sup>15</sup></u>	March <u>1992</u>
72	Fair	74	70
20	Unfair	21	22
$\frac{8}{100}$	Don't know/Refused	$\frac{5}{100}$ (N=575)	$\frac{8}{100}$ (N=924)

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

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

---

<sup>15</sup>

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

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

**IF RESPONDENT ANSWERED INTERESTED IN Q. 26 ASK:**

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

		July <u>1992</u> <sup>16</sup>
44	Interested -- <b>GO TO Q.26a</b>	53
21	Very Interested	26
23	Fairly Interested/Don't know	27
55	Not interested-- <b>GO TO Q.27</b>	45
<u>1</u> 100	Don't know-- <b>GO TO Q.27</b>	<u>2</u> 100

**ASK ALL:**

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

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

---

<sup>16</sup> The July 1992 question asked: "Are you interested in following what happens at next week's Democratic National Convention in New York or aren't you that interested in the convention?"

<sup>17</sup> The July 1992 question asked: "Do you think the Democratic party will unite solidly behind Bill Clinton or do you think that differences and disagreements within the party will keep many Democrats from supporting the ticket?"

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

		<i>ABC/Washington Post</i> <sup>18</sup>				
		Oct.	April	July	Jan	Sept
		<u>1995</u>	<u>1995</u>	<u>1994</u>	<u>1984</u>	<u>1982</u>
58	Agree	59	57	53	41	44
37	Disagree	37	38	43	48	44
<u>5</u> 100	Don't know/Refused	<u>4</u> 100	<u>5</u> 100	<u>4</u> 100	<u>11</u> 100	<u>12</u> 100

---

<sup>18</sup>

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

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

Q.29 I'm going to read you some phrases. Please tell me if you think each one better describes the REPUBLICAN Party and its leaders or the DEMOCRATIC Party and its leaders. (First,) which party do you think is better described by the phrase... (INSERT ITEM. ROTATE)?

		(VOL.)				
		Republican <u>Party</u>	Democratic <u>Party</u>	Both <u>Equally</u>	(VOL.) <u>Neither</u>	DK/ <u>Refused</u>
a.F1	Can bring about the kind of changes the country needs	39	46	2	7	6=100
	April, 1995	51	34	4	7	4=100
	July, 1994	39	42	4	10	5=100
	May, 1990	27	31	13	18	11=100
	May, 1988	27	43	9	11	10=100
	January, 1988	28	37	14	11	10=100
	May, 1987	26	36	14	14	10=100
b.F1	Is concerned with the needs of people like me	35	50	2	7	6=100
	April, 1995	39	49	2	7	3=100
	July, 1994	35	49	4	8	4=100
	May, 1990	21	42	12	18	7=100
	May, 1988	23	51	8	11	7=100
	January, 1988	22	47	11	13	7=100
c.F1	Governs in an honest and ethical way	38	37	2	18	5=100
	April, 1995	35	36	4	19	6=100
	July, 1994	32	35	6	21	6=100
d.F2	Well organized	40	35	9	9	7=100
	July, 1994	48	27	7	13	5=100
	May, 1990	40	16	22	13	9=100
	May, 1988	39	23	15	14	9=100
	January, 1988	38	20	19	14	9=100
	May, 1987	34	19	25	13	9=100
e.F2	Is concerned with the needs and interests of the disadvantaged	23	63	3	5	6=100
	July, 1994	21	65	4	5	5=100
	May, 1990	14	56	12	10	8=100
	May, 1987	11	61	14	7	7=100
f.F2	Is concerned with the needs and interests of business and other powerful groups	65	19	8	2	6=100
	July 1994,	66	23	5	1	5=100
	May, 1990	57	15	15	5	8=100
	May, 1987	58	15	16	3	8=100
g.F2	Able to manage the Federal government well	45	32	4	12	7=100
	April, 1995	49	30	3	13	5=100
	July, 1994	43	31	4	17	5=100
	May, 1990	28	20	12	31	9=100
	May, 1988	33	30	10	17	10=100
	January, 1988	30	28	12	20	10=100
	May, 1987	24	25	13	28	10=100

**NO QUESTION 30**

**ASK ALL:**

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

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

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

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

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

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

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

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

**NO QUESTION 34**

**ON A COMPLETELY DIFFERENT SUBJECT...**

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

		<u>June</u> <u>1996</u>	<u>April</u> <u>1996</u>	<u>March</u> <u>1996</u>	<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Nov</u> <u>1994</u>	<u>July</u> <u>1994</u>	<u>Dec</u> <u>1993</u>	<u>April</u> <u>1993</u>
16	Regularly	17	13	18	18	19	16	17	23	23
24	Sometimes	25	23	28	33	30	31	29	22	32
27	Rarely	26	25	24	25	24	26	24	25	23
33	Never	31	39	30	24	27	26	30	30	22
$\frac{*}{100}$	DK/Refused	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{1}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{*}{100}$

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

		<u>April</u> <u>1996</u>	<u>March</u> <u>1996</u>	<u>Feb</u> <u>1996</u>	<u>Jan</u> <u>1996</u>
56	Uses a PC at home, work or school	58	61	60	59
44	Does not use PC	42	39	40	41
$\frac{*}{100}$	Don't know/Refused	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{0}{100}$



**IF YES:**

Q.37 Do you ever use a computer at work, school or home to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

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

**IF YES:**

Q.38 Do you ever go on-line to get information on current events, public issues and politics? **IF YES:** How often do you go on-line for this type of information... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

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

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

Q.39 Do you ever go on-line to get information about the 1996 presidential campaign? **IF YES:** How often do you go on-line for this type of information... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

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