

FOR IMMEDIATE RELEASE:

The People, The Press & Politics
Campaign '92:
Air Wars II

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CLINTON AND PEROT THE FOCUS OF VOTER ATTENTION

Bill Clinton and Ross Perot continue to command more voter attention than George Bush. Times Mirror's latest Air Wars Score Card finds 37% of American voters saying that in the past week they have heard the most in the media about Bill Clinton. Almost as many mention independent candidate Ross Perot (31%), while far fewer say they have heard the most about George Bush (16%) in newspapers, on tv and on the radio.

Perot's visibility has increased since Sunday's debate. In the portion of the poll conducted prior to the debate Perot trailed Clinton 24% to 38% on this measure, with Bush lagging behind at 19%. In post-debate interviewing Perot's visibility measure swelled to 33%. Bush's media profile slipped further to 16%. and Clinton was least affected at 37%.

The debate also seems to have stemmed negative voter reaction to Ross Perot. In the days just after his re-entry into the race 17% of Times Mirror respondents volunteered that they had developed a less favorable opinion of Perot, while only 1% said they had become more positive about Perot. In post-debate interviewing as part of the current survey, "*more favorable*" mentions of the third party candidate equaled "*less favorable*" mentions of him (10% to 9%).

In contrast, opinion about George Bush was souring even before the Sunday debate. Last weekend 25% of voters said that they had a less favorable opinion of the President, as the President attacked Bill Clinton's judgment for anti-war activities as a student. Following the debate 16% of the sample volunteered that they had a less favorable opinion of Bush.

Independent voters who are crucial to Bush's chance of catching Clinton have tuned the President out and report growing negative reaction to him. Just 14% of Independent voters say they have heard the most about Bush in the media recently (compared to 39% for Perot and 28% for Clinton). Nineteen percent of Independents volunteer that they had a less favorable opinion of Bush in recent days.

Penetration of Bush and Clinton's commercials remained at the same level as observed in Times Mirror's earlier survey (66% and 59% respectively). The poll also continues to show voters feeling that Bush's paid TV is less convincing than Clinton's. On average, voters who saw Bush's ads graded his commercials a C- for making a convincing case to vote for him. Clinton's ads were graded a C on average.

The survey found some indication that voters are less positive about Clinton's ads than earlier in the campaign. The percentage rating his ads D or F rose to 31% from 24% in the previous survey. However, this is still well below the 45% who gave the Bush ads the same low grades.

Survey Methodology

The survey results are based on telephone interviews of 826 registered voters from a nationwide survey of adults 18 years and older conducted October 9-13, 1992.

For results based on either sample of registered voters, one can say with 95% confidence that the error attributable to sampling and other random effects 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.

THE QUESTIONNAIRE

TIMES MIRROR CENTER FOR THE PEOPLE AND THE PRESS
 CAMPAIGN ADVERTISING SURVEY
 October 9-13, 1992
 N=826

INTRODUCTION: Hello, 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?)

MY FIRST QUESTION IS...

Q.1 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 radio? (DO NOT SUGGEST ANSWERS)

	<u>October:</u>				
	<u>9-13/Pre-deb/Pst-deb¹</u>			<u>Oct. 2-6:</u>	<u>Sept. 25-29:</u>
George Bush	16	19	16	18	29
Bill Clinton	37	38	37	33	40
Ross Perot	31	24	33	33	19
Other/Undecided	<u>16</u>	<u>19</u>	<u>14</u>	<u>16</u>	<u>12</u>
	100	100	100	100	100
	(N=826)	(202)	(624)	(796)	(784)

¹Note: Pre-debate interviewing dates were October 9-11 and Post-debate interviewing dates were October 11-13.

Q2. In the past few days have you come to have a more favorable opinion of any of the candidates or haven't your opinions of the candidates changed lately?

IF MORE FAVORABLE ASK:

Q2a. Which candidate do you have a more favorable opinion of?

	<u>October:</u>			<u>Oct. 2-6:</u>
	<u>9-13/Pre-deb/Pst-deb²</u>			
Yes, more favorable	21	17	22	14
George Bush	3	2	4	3
Bill Clinton	8	9	8	9
Ross Perot	9	5	10	1
DK/NA	1	1	*	1
Not changed	77	82	76	83
Don't know/NA	$\frac{2}{100}$	$\frac{1}{100}$	$\frac{2}{100}$	$\frac{3}{100}$

Q3. In the past few days have you come to have a less favorable opinion of any of the candidates or not?

IF LESS FAVORABLE ASK:

Q3a. Which candidate do you have a less favorable opinion of?

	<u>October:</u>			<u>Oct. 2-6:</u>
	<u>9-13/Pre-deb/Pst-deb</u>			
Yes, less favorable	41	49	38	40
George Bush	18	25	16	12
Bill Clinton	12	13	12	9
Ross Perot	9	9	9	17
DK/NA	2	2	1	2
Not changed	57	49	60	58
Don't know/NA	$\frac{2}{100}$	$\frac{2}{100}$	$\frac{2}{100}$	$\frac{2}{100}$

²Note: Pre-debate interviewing dates were October 9-11 and Post-debate interviewing dates were October 11-13.

Q.4 In the past few days have you seen any television commercials on behalf of **George Bush's** candidacy?...Only tell me "yes" if you have seen paid commercials for Bush on tv in the past few days?

<u>Oct. 9-13:</u>		<u>Oct. 2-6:</u>
66	Yes	68
32	No	30
$\frac{2}{100}$	DK	$\frac{2}{100}$

Q.5 What grade would you give these commercials as being a convincing reason to vote for George Bush? Would you grade them A, B, C, D or Flunk?

<u>Oct. 9-13:</u>		<u>Sept. 25-29:</u>
7	A	9
17	B	16
26	C	29
13	D	13
32	F	31
$\frac{5}{100}$ (N=563)	Don't know/NA	$\frac{2}{100}$ (N=620)

Q6. 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?

<u>Oct. 9-13:</u>		<u>Oct. 2-6:</u>
59	Yes	64
39	No	34
$\frac{2}{100}$	DK	$\frac{2}{100}$

Q.7 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?

<u>Oct. 9-13:</u>		<u>Sept. 25-29:</u>	
15	A	16	
25	B	30	
25	C	27	
12	D	8	
19	F	16	
$\frac{4}{100}$	Don't know/NA (N=500)	$\frac{3}{100}$	(N=591)