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**The People, The Press & Politics**  
**Campaign '92:**  
**Voters Reconsider**  
**An October Panel-back Survey (XII)**  
**Perot Is Back**

*FOR FURTHER INFORMATION CONTACT:*

Donald S. Kellermann, Director (Home phone: 202-363-2997)  
Andrew Kohut, Director of Surveys (Home phone: 609-683-5557)  
(Office phone: 609-924-9204)

Carol Bowman, Research Director  
Times Mirror Center for The People & The Press  
202/293-3126

## PEROT UNDERTOE THREATENS CLINTON

Ross Perot's surge in the polls is drawing somewhat more support from Bill Clinton than from George Bush, and the third party candidate seems poised to make more gains that might further narrow Bill Clinton's nationwide margin.

A special *Times Mirror* re-interview survey of 1153 registered voters conducted Oct 20-22 found 44% supporting Clinton, 34% George Bush and 19% Ross Perot. The benchmark poll, which took place Oct. 8-11, had Clinton leading by a 48% to 35% margin over the President, with independent Ross Perot gaining the support of only 8% of the pre-debate sampling.

Over the ten-day period between surveys 79% of the electorate maintained their presidential preferences in the face of four televised debates. However, of the 21% who changed allegiances, the largest categories were Bush (4%) and Clinton supporters (6%) defecting to independent candidate Ross Perot. As shown in the table below, Perot was also the beneficiary of added support from voters who were initially undecided.

	October 8-11				
<u>Total</u>	<u>Bush</u>	<u>Clinton</u>	<u>Perot</u>	<u>Undec.</u>	
%	%	%	%	%	%
	100	35	48	8	9
-----					
<u>Reinterviews:</u>					
Bush	34	30 <sup>1</sup>	1	1	2
Clinton	44	1	41	1	2
Perot	19	4	6	6	3
Undecided	3	*	*	*	2

The small differences in the candidate standings are perhaps less significant than the major changes in voter attitudes observed over the panel-back survey period. Through his performance in the debates and his advertising, Perot has managed to get large numbers of voters to reconsider their opinions of him. At the same time, Republican attacks on Bill Clinton have begun to wear away at the Democratic candidate's image. Opinions of George Bush have changed the least over this period, and that may be the principal reason why the candidate standings have not changed more than they have.

### *Perot Worries Wane*

Over the ten-day period voter worries about Ross Perot as a potential president fell, while concerns about Clinton continued to increase. The percentage thinking there is a **big chance** that Perot would make major mistakes that would hurt the country, if elected, fell from 40% to 31% between surveys. Believing that Clinton would make major mistakes increased to 27%, from 25%, Oct 8-11, and from only 18% in Times Mirror's mid-September poll.

A companion question about George Bush showed some improvement for the President. Thinking that conditions in this country might improve, if he were re-elected,

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<sup>1</sup> How To Read Table - 35% of voters said they supported George Bush when first called. In the second interview, that group was composed of 30% who still supported Bush, 1% Clinton, 4% Perot and one half of a percent undecided.

rose from 34% in early October to 44% currently. However, a majority (50%) of the public continues to think that there is *no chance* of improvement under George Bush.

The number of voters either saying that they now support Perot, or *would consider* voting for him rose from 29% to 38% during the survey period. When Perot was at his high watermark back in May, 51% of voters said there was some chance they might vote for the independent candidate. Perot's potential vote is now approaching Bush's level, which slipped from 48% to 45%. Clinton's vote potential remains considerably higher at 55% but prior to the debates, 62% of voters were either supporting him or said they might consider it.

The panel-back similarly showed the percentage of voters naming Perot as their second choice rising from 33% to 44% currently. Analysis of the poll results reveals that people who say that Perot is their second choice, or say that there is some chance that they might vote for Perot are drawn more often from Clinton's base than from Bush's. The potential defection pattern approximates the pattern of losses to Perot incurred by Bush and Clinton over the past 10 days.

	<u>Might Vote For Perot</u>	<u>Perot 2nd Choice</u>
<u>Current:</u>		
Bush Supporter	35%	40%
Clinton Supporter	57%	60%
Undecided	$\frac{8}{100}$	$\frac{*}{100}$

Perot's success with some voters is a dual consequence of how much he has repaired his personal image, and the extent to which he has gained the confidence of many voters on critical issues. In ten days, the percentage of voters naming Perot as the most *"unreliable"* candidate of the three fell from 30% to 17%. In turn, mentions of Clinton as the most unreliable of the candidates rose from 21% to 32%.

Seeing Perot as the *"power hungry"* candidate fell from 37% to 28% as association of this phrase with Clinton increased from 22% to 31%. Similarly in the panel-back, voters increasingly named Perot as the most *honest and truthful* candidate (16% to 31%), the *strongest leader* (12% to 21%), having the most *new ideas* (31% to 44%) and *caring the most about people like me* (12% to 26%).

On balance, Clinton remains stronger than Perot on many of the most crucial personal dimensions, such as being *able to bring about change*, *likability*, and *long range thinking*, but the growth in his negatives is also apparent. Association of Bill Clinton with the phrase *"a typical politician"* increased from 34% to 44% during the study period. And more people identified the Arkansas Governor with the phrase *"doesn't tell the truth"*, in the follow-up interviews (26% to 37%).

As would be expected of an incumbent, but not hoped for by an underdog, Times Mirror's sampling of voters changed their opinions much less about Bush than about his challengers. The President continues to be seen by a wide margin as the candidate with the *"best judgment in a crisis"* and as the best *"family man"* of the three. But in the first interview, only 17% thought that he is the candidate best *"able to bring about change"* and 25% thought he was the candidate who *"cared most about people like me"*. Both of those perceptions were in tact ten days later (17% and 24%, respectively).

People who back the President most often cite his experience (35%) as the reason for their support with only 19% citing the President's positions on issues as important, and 26%

his leadership ability. In contrast, Clinton's backers overwhelmingly point to the Democratic candidate's stand on issues (68%), with only 13% naming Clinton's leadership ability and 4% his experience.

Perot has succeeded in giving his supporters a somewhat more balanced picture - 53% say they most like the independent candidate's stand on issues and 25% cite his leadership ability.

### ***Candidate Commitment Crystallizes***

Bill Clinton's ability to maintain his margin over President Bush in the face of a resurgent Perot will be helped by the fact that over the course of October the resolve of Clinton's backers has stiffened and more of his supporters said they were voting *for* the Governor, rather than against the President. Between the first interview and the second interview Clinton's support changed from on balance moderate to on balance positive (23% strong, 25% moderate in the first poll, to 26% strong, 18% moderate in the follow-up). The same pattern was observed for Bush's support and Perot's, as well. Perhaps more importantly for Clinton, the percentage saying they were voting *for* Bill Clinton climbed from 23% to 25% during the 10-day interval.

The presidential race is changing most in the demographic and attitudinal categories of voters who usually vote Republican for President, but have shown less support for Bush so far in this campaign. The highest rates of switching to Perot were found among independents, whites, males, voters with some college training and people living in the West. Clinton's losses over the period occurred most often among men, Midwesterners, and affluent voters.

Perot has made his greatest gains among *Disaffected* voters. While still trailing Clinton, he leads Bush among this financially hard-pressed and alienated bloc. Perot has also made substantial progress among well-informed voter segments that have widely disparate values. He attracts the support of one in five economically conservative *Enterpriser* Republicans and about the same proportion of socially liberal *Seculars*.

**CANDIDATE PREFERENCE\*\*  
BY TYPOLOGY GROUP**

	<u>SEPT 10-13, 1992</u>		<u>OCT 8-11, 1992</u>			<u>OCT 20-22, 1992</u>		
	<u>BUSH</u>	<u>CLINTON</u>	<u>BUSH</u>	<u>CLINTON</u>	<u>PEROT</u>	<u>BUSH</u>	<u>CLINTON</u>	<u>PEROT</u>
<b>TOTAL</b>	38	53	35	48	8	34	44	19
<b>ENTERPRISERS</b> (N=169)	80	13	76	8	9	74	5	19
<b>MORALISTS</b> (N=149)	88	7	77	9	7	80	5	13
<b>UPBEATS</b> (N=113)	37	48	45	34	8	40	36	20
<b>DISAFFECTEDS</b> (N=175)	34	49	28	42	15	24	38	31
<b>SECULARS</b> (N=107)	15	77	12	75	9	7	72	22
<b>60'S DEMOCRATS</b> (N=83)	9	84	7	87	3	6	80	11
<b>NEW DEALERS</b> (N=51)	16	78	16	71	2	16	68	16
<b>POCKET BOOK DEMOCRATS</b> (N=220)	10	86	8	83	4	8	80	10
<b>BYSTANDERS/ OTHER</b> (N=86)	29	58	43	30	12	32	26	36

\*\*Includes Leaners.

## DEMOGRAPHIC TREND IN PRESIDENTIAL SUPPORT

	<u>Bush</u>		<u>Clinton</u>		<u>Perot</u>		<u>Other/Undec.</u>		<u>N</u>
	<u>October</u>		<u>October</u>		<u>October</u>		<u>October</u>		
	<u>8-11</u>	<u>20-22</u>	<u>8-11</u>	<u>20-22</u>	<u>8-11</u>	<u>20-22</u>	<u>8-11</u>	<u>20-22</u>	
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<b>Total</b>	35	34	48	44	8	19	9	3	(1153)
<b>Sex</b>									
Male	37	34	44	38	11	24	8	2	(556)
Female	34	33	51	48	6	14	10	5	(597)
<b>Race</b>									
White	39	38	43	39	9	21	9	3	(1012)
Black	9	4	82	87	3	6	7	3	(87)
<b>Age</b>									
18-29	35	28	53	50	9	21	4	1	(199)
30-49	35	35	48	43	10	20	8	3	(537)
50+	36	35	45	43	7	18	12	5	(409)
<b>Education</b>									
College Grad.	38	37	48	46	7	16	6	1	(413)
Some College	34	31	45	40	11	24	10	5	(322)
H.S. Graduate	37	36	48	43	7	19	8	2	(318)
< H.S. Grad.	29	28	51	50	7	17	14	5	(99)
<b>Income</b>									
\$50,000+	38	35	48	40	9	23	5	2	(288)
\$30,000-\$49,999	43	44	43	35	7	19	7	3	(300)
\$20,000-\$29,999	37	35	45	44	9	20	8	3	(217)
< \$20,000	24	21	59	59	7	17	11	4	(257)
<b>Region</b>									
East	36	34	47	44	9	19	9	4	(241)
Midwest	33	33	49	42	8	21	11	4	(329)
South	39	39	44	45	8	15	9	2	(435)
West	31	26	53	46	10	25	6	4	(148)
<b>Party Affiliation</b>									
Republican	76	74	10	7	8	16	7	2	(353)
Democrat	9	7	82	79	4	11	5	3	(417)
Independent	29	26	43	38	15	33	13	3	(344)
<b>Type of Community</b>									
City	31	28	54	51	7	18	8	2	(286)
Suburb	38	36	46	41	8	20	8	3	(555)
Non-metro	35	36	44	42	9	18	12	4	(312)

	<u>Bush</u>		<u>Clinton</u>		<u>Perot</u>		<u>Other/Undec.</u>		<u>N</u>
	<u>October</u>		<u>October</u>		<u>October</u>		<u>October</u>		
	<u>8-11</u>	<u>20-22</u>	<u>8-11</u>	<u>20-22</u>	<u>8-11</u>	<u>20-22</u>	<u>8-11</u>	<u>20-22</u>	
	%	%	%	%	%	%	%		
<b>Other Groups</b>									
White Males	40	38	40	35	12	25	8	2	(491)
Southern White Males	48	50	34	32	11	18	7	1	(180)
White Catholics	41	35	44	41	8	20	8	4	(245)
White Protestants	42	43	40	34	9	19	10	4	(622)

## THE PEROT BOOM

	<i>Perot As 2nd Choice</i>		<i>Perot Not A Risk</i>		<i>N</i>
	<i>OCT</i>	<i>OCT</i>	<i>OCT</i>	<i>OCT</i>	
	<i>8-11</i>	<i>20-22</i>	<i>8-11</i>	<i>20-22</i>	
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	
<b>Total</b>	33	45	50	65	(1153)
<b>Sex</b>					
Male	40	48	55	67	(556)
Female	27	42	45	63	(597)
<b>Race</b>					
White	33	45	50	66	(1012)
Black	35	43	50	53	(87)
<b>Age</b>					
18-29	40	54	59	72	(199)
30-49	33	46	53	68	(537)
50+	30	38	41	58	(409)
<b>Education</b>					
College Grad.	36	49	52	67	(413)
Some College	31	42	54	68	(322)
H.S. Graduate	31	45	47	65	(318)
< H.S. Grad.	40	42	45	57	(99)
<b>Income</b>					
\$50,000+	32	44	49	67	(288)
\$30,000-\$49,999	33	44	52	66	(300)
\$20,000-\$29,999	32	46	50	60	(217)
< \$20,000	39	44	50	65	(257)
<b>Region</b>					
East	29	49	49	66	(241)
Midwest	32	47	55	72	(329)
South	37	43	45	59	(435)
West	34	41	51	64	(148)
<b>Party Affiliation</b>					
Republican	32	46	46	64	(353)
Democrat	37	52	47	63	(417)
Independent	29	36	56	70	(344)
<b>Type of Community</b>					
City	33	44	48	66	(286)
Suburb	33	47	51	66	(555)
Non-metro	34	42	50	62	(312)

<i>Other Groups</i>	<i>Perot As 2nd Choice</i>		<i>Perot Not A Risk</i>		<i>N</i>
	<i>OCT</i>	<i>OCT</i>	<i>OCT</i>	<i>OCT</i>	
	<i>8-11</i>	<i>20-22</i>	<i>8-11</i>	<i>20-22</i>	
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	
White Males	40	49	55	69	(491)
Southern White Males	42	52	49	60	(180)
White Catholics	35	47	52	67	(245)
White Protestants	32	45	48	64	(622)

## THE CLINTON NEGATIVES

	<i>Clinton Unreliable</i>		<i>Clinton Doesn't Tell the Truth</i>		<i>N</i>
	<i>OCT</i>	<i>OCT</i>	<i>OCT</i>	<i>OCT</i>	
	<i>8-11</i>	<i>20-22</i>	<i>8-11</i>	<i>20-22</i>	
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	
<b>Total</b>	22	32	26	37	(1153)
<b>Sex</b>					
Male	26	37	29	40	(556)
Female	18	27	24	34	(597)
<b>Race</b>					
White	23	34	28	40	(1012)
Black	7	9	7	13	(87)
<b>Age</b>					
18-29	22	28	27	40	(199)
30-49	23	35	30	40	(537)
50+	19	29	22	32	(409)
<b>Education</b>					
College Grad.	24	36	30	40	(413)
Some College	20	32	27	38	(322)
H.S. Graduate	21	30	26	38	(318)
< H.S. Grad.	21	27	17	29	(99)
<b>Income</b>					
\$50,000+	23	35	35	43	(288)
\$30,000-\$49,999	25	42	33	46	(300)
\$20,000-\$29,999	23	30	25	34	(217)
< \$20,000	16	21	17	27	(257)
<b>Region</b>					
East	18	31	26	37	(241)
Midwest	18	31	23	38	(329)
South	26	34	28	40	(435)
West	22	29	26	33	(148)
<b>Party Affiliation</b>					
Republican	44	59	50	68	(353)
Democrat	6	9	10	13	(417)
Independent	20	33	24	37	(344)
<b>Type of Community</b>					
City	19	25	23	34	(286)
Suburb	23	33	30	39	(555)
Non-metro	23	36	23	38	(312)

<i><b>Other Groups</b></i>	<i><b>Clinton Unreliable</b></i>		<i><b>Clinton Doesn't Tell the Truth</b></i>		<i><b><u>N</u></b></i>
	<i><b><u>OCT</u></b></i>	<i><b><u>OCT</u></b></i>	<i><b><u>OCT</u></b></i>	<i><b><u>OCT</u></b></i>	
	<i><b><u>8-11</u></b></i>	<i><b><u>20-22</u></b></i>	<i><b><u>8-11</u></b></i>	<i><b><u>20-22</u></b></i>	
	<i><b>%</b></i>	<i><b>%</b></i>	<i><b>%</b></i>	<i><b>%</b></i>	
White Males	27	39	32	43	(491)
Southern White Males	38	41	38	45	(180)
White Catholics	21	29	28	39	(245)
White Protestants	26	38	30	43	(622)

## Survey Methodology

The survey results are based on telephone re-interviews conducted October 20-22, 1992 of 1,153 registered voters from a nationwide survey of adults 18 years and older originally conducted October 8-11, 1992.

For results based on the total sample of registered voters, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 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 TIMES MIRROR TYPOLOGY***

In 1987 Times Mirror developed a unique voter classification scheme that divided the electorate on the basis of political values, party identification and measures of political participation. Since its inception Times Mirror has conducted numerous nationwide surveys using this political typology, the most recent of which was reported in ***THE PEOPLE, THE PRESS & POLITICS - 1990***. The typology was developed for administration by personal interview in that it requires about 15 minutes of interviewing time to ask the full battery of questions.

Over the past year the ***Times Mirror Center for the People and the Press*** has developed a modified form of the Times Mirror Typology that is suitable for telephone interviewing in that it requires many fewer questions. It also divides the public into fewer groups (9 vs. 11) and therefore can be used with more limited sample size surveys. It is our intention to utilize the modified typology scheme on each of our pre-election surveys in 1992. While this form of the typology does not offer the full analytical richness of the original scheme, we think it continues to be an important and highly useful way of looking at the electorate.

The modified typology is based on the important concepts about the homogeneity of various voting groups that we uncovered in our earlier research.

There are two core Republican groups:

***Enterprisers***: Enterprisers are fiscal conservatives who hold positive attitudes toward business and are anti-welfarist. They are affluent, well-educated and well-informed. Enterprisers are much less likely than other Americans to agree with the popular notion that the rich get richer and the poor get poorer (43% vs. 81%). Their pro-business stance leads them to differ with most Americans on the idea that too much power is concentrated in the hands of big companies. While 82% of other Americans feel that this is true, only 48% of Enterprisers agree. Enterprisers are also less likely to completely agree that society should make sure that everyone has an equal opportunity (55% vs. 41%).

***Moralists***: Moralists are highly religious, socially conservative and show low levels of concern for personal freedoms. They are less affluent, older, and many live in the South. A vast majority of Moralists agree that books with dangerous ideas should be banned from public schools, which sets them firmly to the right of the rest of the public on the issue of censorship (89% vs. 39%).

There are three core Democratic groups:

***Sixties Democrats:*** Sixties Democrats are strong believers in peace and social justice. More than any other segment of the population, they disagree with the idea that the best way to preserve peace is through military strength (88% vs. 44%). And two-thirds (65%) of Sixties Democrats completely agree that society should guarantee everyone an equal opportunity. This is a heavily female, middle class, middle-aged group that supports most of the policy positions of the national Democratic party.

***New Dealers:*** New Dealers are older Democrats who experience little financial pressure and are more socially conservative than the national Democratic Party. Drawn heavily from the South, many of these old-time Democrats have party roots that go back to Roosevelt. Despite the end of the Cold War, New Dealers still universally agree that the best way to insure peace is through military strength (96%<sup>2</sup>).

***Pocketbook Democrats:*** Pocketbook Dems overwhelmingly agree that they don't have enough money to make ends meet (98%). They are very concerned with social justice, and they believe that government should take an active role in the solution of the socio-economic problems that plague them. One-third of Pocketbook Dems are minorities (32%), and many have less than a high school education.

There are three typology groups that are basically Independent:

***Seculars:*** Seculars lean to the Democratic party, but some identify more closely with the GOP on certain issues. They are strongly supportive of personal freedoms. Seculars are well-informed, relatively affluent, and more often found on the East and West coasts. Their defining characteristic is an almost total lack of religious conviction. While 87% of the rest of the public says that prayer is an important part of their daily life, only one in ten (12%) Seculars hold this view. Their support for personal freedoms is best reflected in their feelings about censorship: 97% disagree with banning books containing dangerous ideas from public school libraries, compared with 48% of other Americans.

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<sup>2</sup> Based on combined survey results from November 1991 and January 1992.

Two of the Independent groups lean to the Republican party:

**Disaffecteds:** Disaffecteds are personally alienated, financially pressured and deeply skeptical of politicians. This middle-aged, lower-middle income group contains many blue collar workers. Disaffecteds are nearly twice as likely as others to agree that hard work offers little guarantee of success (69% vs. 36%). Their political distrust is such that three-quarters (77%) disagree that elected officials care what people like them think.

**Upbeats:** Upbeats are also independents who lean to the GOP, but their attitudinal profile is almost the opposite of Disaffecteds. Upbeats are primarily young people who tend to be uncritical of government and other institutions. They also have American Exceptionalist values: 88% of Upbeats agree that Americans can always solve their problems, while only 55% of others agree.

Finally, there is one typology group that is by definition apolitical:

**Bystanders:** Bystanders have an almost total lack of interest in politics and public affairs. This urban, lower socio-economic group contains many young singles. Forty-six percent of Bystanders say they seldom vote.

The table below shows the percentage of the survey respondents in each typology group for this survey.

	<i>PERCENT</i>
<i>Enterprisers</i>	15
<i>Moralists</i>	13
<i>Upbeats</i>	10
<i>Disaffecteds</i>	15
<i>Bystanders/Other</i>	8
<i>Seculars</i>	9
<i>60's Democrats</i>	7
<i>New Dealers</i>	4
<i>Pocketbook Dems.</i>	19

## **THE QUESTIONNAIRE**

TIMES MIRROR CENTER FOR THE PEOPLE AND THE PRESS  
 NATIONAL POLITICAL SURVEY #12  
 RE-INTERVIEW SURVEY  
 BASED ON REGISTERED VOTERS  
 October 20-22, 1992  
 N=1153

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 AGE/SEX of respondent. It will only be a few questions to follow up to the interview we did a week ago or so.

MY FIRST QUESTION IS

Q.1 How closely have you been following news about the Presidential election, very closely, fairly closely, not too closely, or not at all closely?

	<u>Re- Interview</u>	<u>Sept 1992</u>	<u>Aug 1992</u>	<u>May 1992</u>	<u>Aug 1988</u>
Very closely	55	47	36	35	43
Fairly closely	36	36	51	43	44
Not too closely,	7	11	11	15	11
Not at all closely?	2	6	2	7	2
Don't know	$\frac{0}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{*}{100}$	$\frac{*}{100}$
	1153	1175	1023	1605	1000

**ON ANOTHER SUBJECT...**

Q. 3 If the presidential election were being held today, would you vote for the Republican ticket of George Bush and Dan Quayle, for the Democratic ticket of Bill Clinton and Al Gore or for the ticket of Ross Perot and James Stockdale?

**IF RESPONDENT ANSWERED '4' OTHER OR '5' UNDECIDED IN Q. 3 ASK:**

Q. 5 As of today, do you lean more to Bush and Quayle the Republicans, more to Clinton and Gore the Democrats or more to Perot and Stockdale?

	Re- <u>Interview</u>	Oct <u>8-11</u>
Total Bush/Quayle	34	35
Bush	32	31
Lean Bush	2	4
Total Clinton	44	48
Clinton	42	43
Lean Clinton	2	5
Total Perot	19	8
Perot	17	7
Lean Perot	2	1
Other/Undecided	<u>3</u> 100	<u>9</u> 100

**IF RESPONDENT ANSWERED '1' GEORGE BUSH, '2' BILL CLINTON OR '3' PEROT IN Q. 3 ASK:**

Q. 4 Do you support (INSERT CHOICE FROM Q. 3) strongly or only moderately?

	Re- <u>Interview</u>	Oct <u>8-11</u>
Total Bush/Quayle	34	35
Strong Bush	20	14
Moderate	14	21
Total Clinton/Gore	44	48
Strong Clinton	26	23
Moderate	18	25
Total Perot/Stockdale	19	8
Strong Perot	11	3
Moderate	8	5

Q. 6 Would you say that your choice is more a vote for (CANDIDATE FROM Q. 3/5) or more a vote against (OTHER CANDIDATES)?

	Re- <u>Interview</u>	Oct <u>8-11</u>
Total Bush/Quayle	34	35
Bush/positive	19	19
Bush/against opponents	13	13
Total Clinton/Gore	44	48
Clinton/positive	25	23
Clinton/against opp.	17	22
Total Perot/Stockdale	19	8
Perot/positive	10	3
Perot/against opponents	7	5

**IF RESPONDENT ANSWERED '1' FOR CANDIDATE CHOSEN IN Q. 6 ASK:**

Q. 7 What do you like most about (NAME OF CANDIDATE) his personality and character, his leadership ability, his experience or his stand on issues?

	<u>RE-INTERVIEW</u>		
	<u>George Bush</u>	<u>Bill Clinton</u>	<u>Ross Perot</u>
Personality and character	15	11	12
Leadership	26	13	25
Experience	35	4	9
Stand on issues	19	68	53
Can't say	$\frac{5}{100}$	$\frac{4}{100}$	$\frac{1}{100}$

**ASK ALL WHO CHOSE A TICKET IN Q. 3 OR Q. 5:**

Q. 8 Suppose you could have a second choice which ticket would be your second choice **(OTHER TICKET)** or **(OTHER TICKET)**?

	Re- <u>Interview</u>	Oct <u>8-11</u>
Bush/Quayle	20	18
Clinton/Gore	19	19
Perot/Stockdale	44	33
Has no second choice	13	23
<b>(DO NOT READ)</b> Other	1	2
<b>(DO NOT READ)</b> Undecided	$\frac{3}{100}$	$\frac{5}{100}$

Q. 13 What's your opinion of the presidential candidates this year? Would you say that you are very satisfied, fairly satisfied, not too satisfied, or not at all satisfied with the choices?

	Re- <u>Interview</u>	Aug <u>1992</u>	June <u>1992</u>	May <sup>3</sup> <u>1992</u>	Mar <u>1992</u>
Very satisfied S)))))) /0	10	11	6	25	26
Fairly satisfied S)))))-	41	42	29		
Not too satisfied S)))))) /0	33	31	36	72	68
Not at all satisfied S)))))-	14	15	27		
<b>(DO NOT READ)</b> Can't say	$\frac{2}{100}$	$\frac{1}{100}$	$\frac{2}{100}$	$\frac{3}{100}$	$\frac{6}{100}$
	1153	1203	2594	1065	1366

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<sup>3</sup> In May and March the question was asked, "What's your opinion of the presidential candidates this year? Would you say that you are satisfied with the choices or not satisfied with the choices?"

**IF RESPONDENT DID NOT CHOOSE BUSH IN Q. 3 OR Q. 5 ASK:**

Q. 10 Do you think there is a chance that you might vote for George Bush in the fall or have you definitely decided not to vote for him?

	Re- <u>Interview</u>	Oct <u>8-11</u>	Sept <u>1992</u>	July 29 Aug 1 <u>1992</u>	May <u>1992</u>
<sup>4</sup> Chance might vote for him	45	48	50	51	55
Decided not to vote for him	53	46	44	45	40
Can' t say	$\frac{2}{100}$ 1153	$\frac{6}{100}$ 1815	$\frac{6}{100}$ 1175	$\frac{4}{100}$ 1023	$\frac{5}{100}$ 1065

**IF RESPONDENT DID NOT CHOOSE CLINTON IN Q. 3 OR Q. 5 ASK:**

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

	Re- <u>Interview</u>	Oct <u>8-11</u>	Sept <u>1992</u>	July 29 Aug 1 <u>1992</u>	May <u>1992</u>
<sup>5</sup> Chance might vote for him	55	62	66	71	56
Decided not to vote for him	43	32	28	26	38
Can' t say	$\frac{2}{100}$ 1153	$\frac{6}{100}$ 1815	$\frac{6}{100}$ 1175	$\frac{3}{100}$ 1023	$\frac{6}{100}$ 1065

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<sup>4</sup> Voted for him in one of the preference questions.

<sup>5</sup> Voted for him in one of the preference questions.

**IF RESPONDENT DID NOT CHOOSE PEROT IN Q. 3 OR Q. 5 ASK:**

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

	<u>Re- Interview</u>	<u>Oct 8-11</u>	<u>May 1992</u>
<sup>3</sup> Chance might vote for him	38	29	51
Decided not to vote for him	59	63	34
Can' t say	$\frac{3}{100}$	$\frac{8}{100}$	$\frac{15}{100}$
	1153	1815	1065

Q. 22 Do you think there is a chance that if George Bush is re-elected that conditions in this country will get better or don't you think so?

	<u>Re- Interview</u>	<u>Oct 8-11</u>	<u>Sept 1992</u>	<u>July 29 Aug 1 1992</u>	<u>May 1992</u>
Yes, chance	44	34	38	37	35
No chance	50	54	54	56	52
Don' t know	$\frac{6}{100}$	$\frac{12}{100}$	$\frac{8}{100}$	$\frac{7}{100}$	$\frac{13}{100}$
	1153	1815	1175	1023	1065

Q. 23 How much of a chance is there that if Bill Clinton is elected President that he would make major mistakes that would hurt the country? **(READ CATEGORIES 1-3)**

	<u>Re- Interview</u>	<u>Oct 8-11</u>	<u>Sept 1992</u>	<u>July 29 Aug 1 1992</u>	<u>May 1992</u>
A big chance	29	25	18	18	16
Some chance	50	48	55	55	50
Hardly any chance	19	19	22	23	20
Can' t say	$\frac{2}{100}$	$\frac{8}{100}$	$\frac{5}{100}$	$\frac{4}{100}$	$\frac{14}{100}$
	1153	1815	1175	1023	1065

Q.24 How much of a chance is there that if Ross Perot is elected President that he would make major mistakes that would hurt the country? (READ CATEGORIES 1-3)

	Re- <u>Interview</u>	Oct <u>8-11</u>	May <u>1992</u>
A big chance	31	40	16
Some chance	51	39	50
Hardly any chance	14	11	20
Can't say	<u>4</u>	<u>10</u>	<u>14</u>
	100	100	100
	1153	1815	1065

**ASK ALL:**

Q.26 As I read a list of phrases tell me if you think this phrase better describes George Bush, Bill Clinton or Ross Perot? (ROTATE)

	George <u>Bush</u>	Bill <u>Clinton</u>	Ross <u>Perot</u>	<b>(VOLUNTEERED)</b>		
				<u>All</u>	<u>None</u>	<u>DK</u>
a. Would use good judgment in a crisis						
Re-interview	49	32	11	5	*	3=100
October 8-11, 1992	49	32	8	3	1	7=100
b. Personally likable						
Re-interview	26	41	23	7	2	1=100
October 8-11, 1992	31	48	8	5	4	4=100
c. Unreliable						
Re-interview	32	32	17	3	8	8=100
October 8-11, 1992	29	21	30	4	5	11=100
d. A typical politician						
Re-interview	41	44	3	9	*	3=100
October 8-11, 1992	43	34	5	13	*	5=100
e. Has new ideas						
Re-interview	6	44	44	2	2	2=100
October 8-11, 1992	9	51	31	2	3	4=100

Q.26 As I read a list of phrases tell me if you think this phrase better describes George Bush, Bill Clinton or Ross Perot? (ROTATE)

	George Bush	Bill Clinton	Ross Perot	(VOLUNTEERED)		
				All	None	DK
f. Can bring about change						
Re-interview	17	46	28	3	2	4=100
October 8-11, 1992	17	49	19	4	5	6=100
g. Honest and truthful						
Re-interview	27	20	31	3	15	4=100
October 8-11, 1992	27	24	16	4	20	9=100
h. Can think long range						
Re-interview	33	34	25	3	1	4=100
October 8-11, 1992	35	32	17	4	3	9=100
i. Is a good family man						
Re-interview	42	21	18	14	1	4=100
October 8-11, 1992	49	23	9	10	1	8=100
j. Intelligent						
Re-interview	22	29	21	26	*	2=100
October 8-11, 1992	28	30	13	23	1	5=100
k. Cares about people like me						
Re-interview	24	38	26	3	6	3=100
October 8-11, 1992	25	44	12	4	9	6=100
l. Is a strong leader						
Re-interview	39	31	21	4	2	3=100
October 8-11, 1992	42	31	12	3	5	7=100
m. Power hungry						
Re-interview	25	31	28	7	4	5=100
October 8-11, 1992	23	22	37	7	3	8=100
n. Would bend the rules to get things done						
Re-interview	19	29	37	7	2	6=100
October 8-11, 1992	24	27	29	8	2	10=100
o. Doesn't tell the truth						
Re-interview	31	37	3	15	6	8=100
October 8-11, 1992	30	26	8	17	6	13=100