

FOR YOUR FILES: March 9, 1995

We are still finding out more about the '94 election. And we also have been busy putting together a profile of the average American, a look at how the gender gap is working these days, and an analysis that shows Democrats are dozing while the 104th Congress does its thing. Hope you find it useful.

Point 1: *Who* turned out was a much bigger factor in '94 than is usually the case in congressional elections. *Likely* voters were much more Republican than *all* registered voters this past November. In contrast, the 1990 congressional election was more typical -- those who voted were only slightly more disposed to GOP candidates than those who stayed home. Last year, while cynicism and discontent with government were major factors in the GOP victory, the Republicans also scored a major tactical victory. They turned out conservatives who knew what they were voting for.

WHO TURNED OUT IN 1990 AND 1994¹

	1990			1994		
	<u>RVs</u>	<u>LVs</u>	<u>Diff</u>	<u>RVs</u>	<u>LVs</u>	<u>Diff</u>
<u>Late Fall Voting Intentions</u>						
Democrat	50	49	-1	44	40	-4
Republican	40	42	+2	47	55	+8
Other/Undec.	<u>10</u>	<u>9</u>	-1	<u>9</u>	<u>5</u>	-4
Total	100	100		100	100	

Point 2: Democratic supporters are still not paying attention, nor do they seem particularly alarmed by the work of the new Republican majority. Times Mirror's late February News Interest Index found Democrats less attentive than Republicans to what's happening in Washington. Even more surprisingly, they don't view the Contract with America with any greater alarm than they did in December. Maybe the greater preoccupation of Democrats with the O.J. Simpson trial explains some of their indifference.

WHO'S TUNED IN NOW

	<u>Rep.</u>	<u>Dem.</u>	<u>Indep</u>
<u>Very Closely Following News About:</u>			
Balanced Budget Amendment	16	10	12
Activities of New GOP Leaders	26	16	16
O.J. Simpson Trial	20	29	19
<u>Opinion of the Contract for America</u>			
Favorable - December '94	44	27	37
Favorable - February '95	54	34	39
Unfavorable - December '94	7	19	14
Unfavorable - February '95	13	24	22

Point 3: Pundits, pollsters and politicians often invoke the image of the "average American" as a point of departure. Analysis by major demographics (sex, race, age and education) reveal that the largest basic demographic group is comprised of high school educated, white females aged 35-54.² The "average American" can be thought of as a mother with an annual family income of \$30,000- \$50,000, who owns her own home . The nearly 20 million Americans who fall into this demographic category have very limited partisan allegiances. They split their votes between Bush and Clinton in '92, but are now clearly critical of the president and lean to the GOP. Their top policy priorities are better paying jobs, less crime and health care reform. Fewer than a third can identify Boris Yeltsin as the President of Russia; as many as 65% complain about their wages.

**Middle-Aged,
High School Educated,
White Women**

<u>Demographics</u>	<u>%</u>
Married	68
Parent of child under 18	48
Family Income \$30,000-\$49,999	38
Home owner	82

<u>Politics</u>	
1992 Presidential vote	
Clinton	29
Bush	29
Current Party ID	
Dem/Lean Dem	38
Rep/Lean Rep	50
Clinton Approval	
Approve	35
Disapprove	51
Policy Priorities	
Crime	25
Jobs	25
Health Care Reform	18

<u>Political Knowledge</u>	
ID'd Yeltsin as President of Russia	31

<u>Earnings</u>	
Don't earn enough now	65
Pessimistic about future wage improvement	41

Point 4: There was a time not too long ago when the gender gap meant greater female criticism of Ronald Reagan's job performance and more support for the Democratic party. Things have changed. Women are still voting more Democratic than men, but there is almost no gender gap in Clinton's approval ratings. When he was riding relatively high in the polls -- at the beginning of his term and in January of 1994 -- women gave the president considerably more support than men. The subsequent loss of support since has occurred mostly among women. The greatest decline in Clinton's rating occurred close to home -- among Southern women and among women of Clinton's generation.

**Clinton Approval
Jan. 1994 vs. Feb. 1995**

	Jan. 1994		Feb. 1995	
	<u>Approve</u>	<u>Disapprove</u>	<u>Approve</u>	<u>Disapprove</u>
Men	48	41	44	44
Women	54	30	45	43
 Women Only:				
30-49 year olds	52	31	41	48
Southerners	55	29	41	48
Small Town dwellers	58	24	45	47

1. 1990 data comes from the Gallup Organization, October 1990. 1994 data based on a Times Mirror pre-election survey, released October 28, 1994. RVs = registered voters, LVs = likely voters.

2. Analysis is based on data from Times Mirror's "New Political Landscape" survey, released September 1994; sample size 3,800.

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