

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS**  
**OCTOBER 1996 PRE-ELECTION TYPOLOGY SURVEY**  
**-- FINAL TOPLINE --**  
**October 14 - 20, 1996**  
**N = 1,938 General Public**  
**N = 1,546 Registered Voters**

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?]**

**ALL NUMBERS IN SURVEY, INCLUDING TREND FIGURES, ARE BASED ON REGISTERED VOTERS**

**ASK ALL:**

Q.3 How much thought have you given to the coming Presidential election . . .quite a lot or only a little?

		Late Sept <u>1996</u>	Early Sept <u>1996</u>	July <u>1996</u>	June <u>1996</u>	Oct <u>1992</u>	Sept <u>1992</u>	Aug <u>1992</u>	June <u>1992</u>	----- Gallup -----			
										Nov <u>1988</u>	Oct <u>1988</u>	Aug <u>1988</u>	Sept <u>1988</u>
65	Quite a lot	61	56	55	50	77	69	72	63	73	69	61	57
7	Some (VOL)	7	3	3	5	5	3	4	6	8	9	10	18
26	Only a little	29	36	41	41	16	26	23	29	17	20	27	23
1	None (VOL)	2	4	1	3	1	1	1	1	2	2	2	2
<u>1</u> 100	DK/Refused	<u>1</u> 100	<u>1</u> 100	<u>*</u> 100	<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	<u>0</u> 100	<u>0</u> 100

Q.4 Do you happen to know where people in your neighborhood go to vote?

		Nov <u>1994</u>	--- Gallup ---	
			Nov <u>1988</u>	Oct <u>1988</u>
85	Yes -- gives answer	93	89	88
<u>15</u> 100	No/Don't Know/Refused/No answer	<u>7</u> 100	<u>11</u> 100	<u>12</u> 100

Q.5 Generally speaking, how much interest would you say you have in politics: a great deal, a fair amount, only a little, or no interest at all?

		Late Sept <u>1996</u>	--- Gallup --- Nov <u>1988</u> Oct <u>1988</u>	
25	Great deal	25	29	27
50	Fair amount	50	51	53
22	Only a little	22	17	17
3	None	3	3	3
$\frac{*}{100}$	DK/Refused	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$

Q.6 How often would you say you vote... (READ)

		Late											--- Gallup ---					
		Sept <u>1996</u>	June <u>1996</u>	Feb <u>1996</u>	Oct <u>1995</u>	April <u>1995</u>	Nov <u>1994</u>	Oct <u>1994</u>	July <u>1994</u>	June <u>1992</u>	May <u>1992</u>	Nov <u>1991</u>	May <u>1990</u>	Nov <u>1988</u>	Oct <u>1988</u>	May <u>1988</u>	Jan <u>1988</u>	May <u>1987</u>
52	Always	52	52	42	53	53	58	55	52	60	50	46	42	57	56	43	49	43
30	Nearly always	31	33	41	35	34	28	32	34	29	35	41	42	26	26	41	39	43
9	Part of the time	10	9	11	7	9	8	10	10	7	10	9	11	10	12	11	9	9
5	Seldom	4	4	4	4	4	5	3	4	3	4	4	4	4	4	3	2	3
2	(VOL) Other	1	1	1	*	*	1	*	*	1	*	0	*	2	1	1	*	1
2	(VOL) Never vote	2	1	1	1	*	*	*	*	*	1	*	1	1	1	2	1	1
$\frac{*}{100}$	Don't know	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$

- Q.7 If the presidential election were being held today, would you vote for the Democratic ticket of Bill Clinton and Al Gore, for the Republican ticket of Bob Dole and Jack Kemp, or for the Reform party ticket of Ross Perot and Pat Choate (**INTERVIEWER: CHOATE RHYMES WITH BOAT**)?
- Q.7a Do you support (**INSERT CHOICE FROM Q. 7**) strongly or only moderately?
- Q.7b As of TODAY, do you lean more to Clinton, the Democrat, more to Dole, the Republican, or more to Perot, the Reform party candidate?

		Late Sept <u>1996</u>	Early Sept <u>1996</u>	July <u>1996</u>	March <u>1996</u>	Sept <u>1995</u>	July <u>1994</u>
51	Clinton/Lean Clinton	51	52	44	44	42	39
25	Strongly	26	26	n/a	n/a	n/a	n/a
26	Only moderately	25	26	n/a	n/a	n/a	n/a
*	Don't know	*	0	n/a	n/a	n/a	n/a
34	Dole/Lean Dole	35	34	34	35	36	36
17	Strongly	16	17	n/a	n/a	n/a	n/a
16	Only moderately	18	17	n/a	n/a	n/a	n/a
1	Don't know	1	*	n/a	n/a	n/a	n/a
8	Perot/Lean Perot	7	8	16	16	19	20
3	Strongly	3	3	n/a	n/a	n/a	n/a
5	Only moderately	4	5	n/a	n/a	n/a	n/a
*	Don't know	*	*	n/a	n/a	n/a	n/a
<u>7</u> 100	Undecided/Other Candidate ( <b>VOL</b> )	<u>7</u> 100	<u>6</u> 100	<u>6</u> 100	<u>5</u> 100	<u>3</u> 100	<u>5</u> 100

**ASK ALL:**

- Q.8 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.9 As of TODAY, do you LEAN more to the Republican or the Democrat?

		Late Sept <u>1996</u>	Early Sept <u>1996</u>	July <u>1996</u>	June <u>1996</u>	March <u>1996</u>	Jan <u>1996</u>	Oct <u>1995</u>	Aug <u>1995</u>	Nov <u>1994</u>	Oct <u>1994</u>	Early Oct <u>1994</u>	Sept <u>1994</u>	July <u>1994</u>
42	Republican/Lean Rep	43	43	46	44	44	46	48	50	45	47	52	48	45
49	Democrat/Lean Dem	49	51	47	50	49	47	48	43	43	44	40	46	47
<u>9</u> 100	Other/Undecided ( <b>VOL</b> )	<u>8</u> 100	<u>6</u> 100	<u>7</u> 100	<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

**IF RESPONDENT CHOSE A CANDIDATE IN Q.7 OR Q.7b ASK:  
NOW THINKING ABOUT THE PRESIDENTIAL ELECTION AGAIN...**

Q.10 Would you say that your choice is more a vote for (INSERT CHOICE FROM Q.7 OR Q.7b-- CLINTON, DOLE, PEROT) OR more a vote against (INSERT NAMES OF OTHER TWO PRESIDENTIAL CANDIDATES)?

<u>Direction Of Support</u>		Early Sept <u>1996</u>
51	Clinton	52
	33 Pro-Clinton -- <b>GO TO Q.10a</b>	35
	16 Anti-Others -- <b>GO TO Q.11</b>	15
	2 Undecided -- <b>GO TO Q.11</b>	2
34	Dole	34
	15 Pro-Dole -- <b>GO TO Q.10a</b>	16
	18 Anti-Others -- <b>GO TO Q.11</b>	17
	1 Undecided -- <b>GO TO Q.11</b>	1
8	Perot	8
	4 Pro-Perot -- <b>GO TO Q.10a</b>	3
	4 Anti-Others -- <b>GO TO Q.11</b>	5
	* Undecided -- <b>GO TO Q.11</b>	0
<u>7</u>	Don't know/Refused	<u>6</u>
100		100

**IF "VOTE FOR" IN Q.10 ASK:**

Q.10a Is your choice more a vote for (INSERT CHOICE FROM Q.7 OR Q.7b) personally or more a vote for his party?

**IF "PERSONALLY" IN Q.10a ASK:**

Q.10b Do you support him more because of his personal characteristics and abilities OR more because of what he stands for politically?

Major Reason For Support

55	Clinton
	15 Party
	4 Personality/Abilities
	12 Political Stands
	17 Oppose Opponent
	7 Total Other/Undecided
36	Dole
	6 Party
	3 Personality/Abilities
	4 Political Stands
	19 Oppose Opponent
	4 Total Other/Undecided
9	Perot
	1 Party
	* Personality/Abilities
	2 Political Stands
	5 Oppose Opponent
	1 Total Other/Undecided
<u>0</u>	Don't know/Refused
100	

**IF RESPONDENT ANSWERED '9' UNDECIDED IN Q.7b, THEN READ: "NOW THINKING ABOUT THE PRESIDENTIAL ELECTION AGAIN..."**

**IF RESPONDENT DID NOT CHOOSE CLINTON IN Q. 7 OR Q. 7b 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?

		Late Sept <u>1996</u>	Early Sept <u>1996</u>	July <u>1996</u>	Sept <u>1992</u>	July <u>1992</u>	May <u>1992</u>
10	Chance might vote for him	11	10	8	13	14	11
35	Decided not to vote for him	35	34	36	28	26	37
$\frac{4}{49}$	Don't know/Refused	$\frac{3}{49}$	$\frac{4}{48}$	$\frac{4}{48}$	$\frac{6}{47}$	$\frac{3}{43}$	$\frac{7}{55}$

**IF RESPONDENT DID NOT CHOOSE DOLE IN Q. 7 OR Q.7b 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?

		Late Sept <u>1996</u>	Early Sept <u>1996</u>	July <u>1996</u>	----- <b>Bush</b> ----- Sept <u>1992</u>	July <u>1992</u>	May <u>1992</u>
11	Chance might vote for him	16	14	15	12	15	7
51	Decided not to vote for him	44	47	40	44	45	40
$\frac{4}{66}$	Don't know/Refused	$\frac{5}{65}$	$\frac{5}{66}$	$\frac{3}{58}$	$\frac{6}{62}$	$\frac{4}{64}$	$\frac{6}{53}$

**IF RESPONDENT DID NOT CHOOSE PEROT IN Q. 7 OR Q.7b ASK:**

Q.13 Do you think there is a chance that you might vote for Ross Perot in November or have you definitely decided not to vote for him?

		Late Sept <u>1996</u>	Early Sept <u>1996</u>
11	Chance might vote for him	12	11
77	Decided not to vote for him	77	78
$\frac{4}{92}$	Don't know/Refused	$\frac{4}{93}$	$\frac{3}{92}$

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

Q.14 I'm going to read you some pairs of statements that will help us understand how you feel about a number of things. As I read each pair, tell me whether the FIRST statement or the SECOND statement comes closer to your own views -- even if neither is exactly right. The first pair is... **(READ AND ROTATE) AFTER CHOICE IS MADE, PROBE:** Do you feel **STRONGLY** about that, or not?

**-- THIS SERIES AND TREND FIGURES ARE BASED ON TOTAL GENERAL PUBLIC --**

			<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
a.	56	Government is almost always wasteful and inefficient	63	63	64	66
	48	Strongly	53	51	54	54
	8	Not Strongly	10	12	10	12
	39	Government often does a better job than people give it credit for	34	34	32	31
	25	Strongly	20	19	19	17
	14	Not Strongly	14	15	13	14
	<u>5</u>	Neither/Don't know	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>
	100		100	100	100	100
b.	45	Government regulation of business is necessary to protect the public interest	45	43	38	41
	29	Strongly	28	25	24	24
	16	Not Strongly	17	18	14	17
	46	Government regulation of business usually does more harm than good	50	51	55	54
	33	Strongly	37	38	41	39
	13	Not Strongly	13	13	14	15
	<u>9</u>	Neither/Don't know	<u>5</u>	<u>6</u>	<u>7</u>	<u>5</u>
	100		100	100	100	100
c.	46	Poor people today have it easy because they can get government benefits without doing anything in return	54	52	48	53
	35	Strongly	36	37	35	37
	11	Not Strongly	18	15	13	16
	40	Poor people have hard lives because government benefits don't go far enough to help them live decently	36	39	41	39
	28	Strongly	25	28	31	27
	12	Not Strongly	11	11	10	12
	<u>14</u>	Neither/Don't know	<u>10</u>	<u>9</u>	<u>11</u>	<u>8</u>
	100		100	100	100	100
d.	46	The government should do more to help needy Americans, even if it means going deeper into debt	49	47	46	50
	36	Strongly	42	35	33	35
	10	Not Strongly	7	12	13	13
	44	The government today can't afford to do much more to help the needy	44	47	47	47
	31	Strongly	34	31	34	31
	13	Not Strongly	10	16	13	15
	<u>10</u>	Neither/Don't know	<u>7</u>	<u>6</u>	<u>7</u>	<u>5</u>
	100		100	100	100	100

**Q.14 con't ...**

		<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
e.					
	73				
		69	70	67	72
		57	52	50	52
		16	18	17	20
	21				
		27	26	27	25
		16	19	20	18
		5	7	7	7
	<u>6</u>	<u>4</u>	<u>4</u>	<u>6</u>	<u>3</u>
	100	100	100	100	100
f.					
	28				
		37	34	34	32
		19	21	24	20
		9	13	10	12
	58				
		53	56	54	59
		45	40	40	43
		13	16	14	16
	<u>14</u>	<u>10</u>	<u>10</u>	<u>12</u>	<u>9</u>
	100	100	100	100	100
i.					
	36				
		36	35	40	36
		30	27	32	28
		6	8	8	8
	53				
		59	58	52	58
		44	46	43	46
		9	12	9	12
	<u>11</u>	<u>5</u>	<u>7</u>	<u>8</u>	<u>6</u>
	100	100	100	100	100
j.					
	46				
		49	49	47	52
		39	39	39	43
		7	10	8	9
	47				
		48	47	47	45
		39	38	37	35
		8	9	10	10
	<u>7</u>	<u>3</u>	<u>4</u>	<u>6</u>	<u>3</u>
	100	100	100	100	100
m.					
	75				
		77	75	73	76
		61	59	58	59
		14	16	15	17
	18				
		18	20	20	19
		10	10	10	9
		8	10	10	10
	<u>7</u>	<u>5</u>	<u>5</u>	<u>7</u>	<u>5</u>
	100	100	100	100	100

**Q.14 con't ...**

			<u>Oct</u>	<u>April</u>	<u>Oct</u>	<u>July</u>
			<u>1995</u>	<u>1995</u>	<u>1994</u>	<u>1994</u>
n.	51	Business corporations make too much profit	53	51	50	52
	43	Strongly	44	42	40	43
	8	Not Strongly	9	9	10	9
	42	Most corporations make a fair and reasonable amount of profit	43	44	44	43
	27	Strongly	27	26	28	27
	15	Not Strongly	16	18	16	16
	<u>7</u>	Neither/Don't know	<u>4</u>	<u>5</u>	<u>6</u>	<u>5</u>
	100		100	100	100	100
			<u>April</u>	<u>Oct</u>	<u>April</u>	<u>Oct</u>
			<u>1996</u>	<u>1995</u>	<u>1995</u>	<u>1994</u>
o.	69	Elected officials in Washington lose touch with the people pretty quickly	72	73	76	74
	58	Strongly	59	60	64	61
	11	Not Strongly	13	13	12	13
	25	Elected officials in Washington try hard to stay in touch with voters back home	23	24	21	22
	15	Strongly	14	14	12	13
	10	Not Strongly	9	10	9	9
	<u>6</u>	Neither/Don't know	<u>5</u>	<u>3</u>	<u>3</u>	<u>4</u>
	100		100	100	100	100
			<u>Oct</u>	<u>April</u>	<u>Oct</u>	<u>July</u>
			<u>1995</u>	<u>1995</u>	<u>1994</u>	<u>1994</u>
p.	38	Most elected officials care what people like me think	33	32	29	34
	23	Strongly	18	18	17	18
	15	Not Strongly	15	14	12	16
	58	Most elected officials don't care what people like me think	64	64	68	64
	48	Strongly	53	53	56	51
	10	Not Strongly	11	11	12	13
	<u>4</u>	Neither/Don't know	<u>3</u>	<u>4</u>	<u>3</u>	<u>2</u>
	100		100	100	100	100

**ON A DIFFERENT SUBJECT...**

Q.15 Do you yourself plan to vote in the election this November?

**IF YES, ASK:**

Q.16 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

		Late Sept <u>1996</u>	Early Sept <u>1996</u>	July <u>1996</u>	June <u>1996</u>	Oct <u>1992</u>	Sept <u>1992</u>	Aug <u>1992</u>	June <u>1992</u>	--- Gallup --- Nov <u>1998</u> Oct <u>1988</u>	
98	Yes	98	96	95	96	98	98	97	97	97	98
87	Absolutely certain	89	83	82	84	91	85	89	88	87	85
10	Fairly certain	8	11	12	11	6	11	8	8	9	12
1	Not certain	1	2	1	1	1	2	*	1	1	1
1	No	1	2	3	2	1	1	1	1	2	1
<u>1</u> 100	Don't know/Refused	<u>1</u> 100	<u>2</u> 100	<u>2</u> 100	<u>2</u> 100	<u>1</u> 100	<u>1</u> 100	<u>2</u> 100	<u>2</u> 100	<u>1</u> 100	<u>1</u> 100

**ASK ALL:**

Q.17 I'd like you to rate your chance of voting in November on a scale of 10 to 1. If 10 represents a person who definitely will vote and 1 represents a person who definitely will not vote, where on this scale of 10 to 1 would you place yourself?

		Late Sept <u>1996</u>	----- Gallup ----- <u>Sept 1992</u> <u>Nov 1988</u> <u>Oct 1988</u>		
77	10 -- Definitely will vote	78	77	77	73
9	9	10	5	7	8
7	8	6	4	6	7
2	7	2	3	2	3
2	6	1	2	1	2
2	5	1	4	3	3
*	4	*	*	*	1
*	3	*	1	*	*
*	2	*	*	*	*
1	1 -- Definitely will not vote	1	4	2	1
<u>*</u> 100	Don't know	<u>1</u> 100	<u>*</u> 100	<u>2</u> 100	<u>2</u> 100

**ON ANOTHER SUBJECT...**

Q.18 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?

		Late Sept <u>1996</u>	June <u>1996</u>	Oct <u>1992</u>	Aug <u>1992</u>	June <u>1992</u>
11	Very satisfied	11	10	10	11	6
48	Fairly satisfied	50	37	41	42	29
27	Not too satisfied	26	31	33	31	36
11	Not at all satisfied	10	18	14	15	27
<u>3</u> 100	Don't know/Refused	<u>3</u> 100	<u>4</u> 100	<u>2</u> 100	<u>1</u> 100	<u>2</u> 100

**ASK Q.18a AND Q.18b ONLY IF INTERVIEW DATE IS AFTER 10/16/96: [N=834]**

**ROTATE Q.18a AND Q.18b**

Q.18a Would you say your overall opinion of Bill Clinton is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? (INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")

	Very Favor- <u>able</u>	Mostly Favor- <u>able</u>	Mostly Unfavor- <u>able</u>	Very Unfavor- <u>able</u>	Never Heard <u>of</u>	Can't <u>Rate</u>
October, 1996	12	45	22	19	0	2=100
June, 1996	15	45	23	15	0	2=100
April, 1996	17	40	25	16	0	3=100
February, 1996	19	34	23	22	0	2=100
January, 1996	13	43	27	16	0	1=100
August, 1995	14	35	30	19	2	*=100
December, 1994	18	34	24	22	0	2=100
July, 1994	16	42	25	17	*	1=100
July, 1992	18	43	23	9	0	7=100
June, 1992	10	36	34	14	1	5=100
May, 1992	11	43	32	10	*	4=100
March, 1992	10	44	30	10	1	5=100
February, 1992	16	44	24	7	2	7=100
November, 1991	5	25	9	2	37	22=100

Q.18b Would you say your overall opinion of Bob Dole is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? (INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")

	Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Heard of	Can't Rate
October, 1996	8	35	36	18	*	3=100
June, 1996	11	42	28	14	*	5=100
April, 1996	11	38	28	16	*	6=100
February, 1996	14	45	23	14	*	4=100
January, 1996	7	47	28	14	*	4=100
August, 1995	13	41	26	11	1	8=100
December, 1994	18	42	19	10	3	8=100
July, 1994	15	46	20	10	3	6=100
May, 1990	8	49	15	5	9	14=100
May, 1987	9	51	11	3	9	17=100

Q.19 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)

	Bill Clinton	Bob Dole	(VOL) Both	(VOL) Neither	Don't Know
a. Would use good judgment in a crisis	46	37	8	3	6=100
Early September, 1996	48	37	7	3	5=100
July, 1996	44	37	11	2	6=100
March, 1996	44	42	4	4	6=100
b. Personally likable	66	20	7	4	3=100
Early September, 1996	65	23	5	5	2=100
July, 1996	63	21	8	4	4=100
March, 1996	66	22	4	5	3=100
c. Honest and truthful	26	42	4	20	8=100
Early September, 1996	27	40	4	21	8=100
July, 1996	24	42	5	21	8=100
March, 1996	32	42	2	17	7=100
d. Has new ideas	51	28	3	12	6=100
Early September, 1996	52	29	5	9	5=100
July, 1996	51	26	5	12	6=100
March, 1996	43	32	2	13	4=100
e. Cares about people like me	46	31	5	13	5=100
Early September, 1996	50	32	4	9	5=100
July, 1996	47	31	5	13	4=100
March, 1996	53	28	2	13	4=100
f. Keeps his promises	32	36	2	19	11=100
Early September, 1996	34	32	1	23	0=100
July, 1996	27	37	3	23	10=100
March, 1996	30	36	1	24	9=100

**Q.19 con't ...**

		<u>Bill Clinton</u>	<u>Bob Dole</u>	<b>(VOL)</b> <u>Both</u>	<b>(VOL)</b> <u>Neither</u>	<u>Don't Know</u>
g.	Shares my values	42	40	2	10	6=100
	Early September, 1996	46	40	3	8	3=100
	July, 1996	43	39	2	11	5=100
	March, 1996	46	39	2	9	4=100
h.	Connects well with ordinary Americans	65	21	4	5	5=100
	Early September, 1996	67	22	3	4	4=100
	July, 1996	64	22	4	6	4=100
i.	A strong leader	47	36	4	8	5=100
	Early September, 1996	48	39	5	4	4=100

**ASK Q.20 ONLY IF INTERVIEW DATE IS AFTER 10/16/96: [N=834]**

**ON A RELATED SUBJECT . . .**

Q.20 Which one of the following is most important to you in your overall evaluation of Bill Clinton . . . **(READ AND ROTATE)?**

		<u>July 1996</u>
56	His record as President?	52
22	What he has prevented the Republican Congress from doing? OR	21
18	The charges that have been made about his personal life and character?	22
<u>4</u> 100	<b>(DO NOT READ)</b> Don't Know/Refused	<u>5</u> 100

**ASK Q. 21 OF FORM 1 RESPONDENTS ONLY: [N=769]**

**NOW THINKING AGAIN ABOUT YOUR VOTE FOR CONGRESS THIS FALL. . .**

Q.21F1 What will make the biggest difference in how you vote for Congress in your district -- national issues, local or state issues, the candidate's political party, or the candidate's character or experience? **(IF MORE THAN ONE, PROBE:)** Well, which is most important?

		Late Sept <u>1996</u>	Early Sept <u>1996</u>	Nov <u>1994</u>	Oct <u>1994</u>	Early Oct <u>1994</u>	---CBS/NTY--- Oct 24-28 <u>1986</u>	Sept 28-Oct 1 <u>1986</u>
19	National issues	25	18	22	22	22	22	20
45	State/Local issues	38	42	38	38	27	25	23
7	Candidate's Political party	6	6	5	3	5	6	9
26	Candidate's Character/Experience	24	30	30	29	39	40	41
1	Other (VOL)	2	1	1	3	2	1	3
1	None (VOL)	*	*	*	1	1	1	*
<u>1</u> 100	Don't know/Refused	<u>5</u> 100	<u>3</u> 100	<u>4</u> 100	<u>4</u> 100	<u>4</u> 100	<u>5</u> 100	<u>4</u> 100

**ASK Q. 22 OF FORM 1 RESPONDENTS ONLY: [N=769]**

Q.22F1 If Bill Clinton is re-elected President in November, would it be better for the Republicans to control Congress or the Democrats to control Congress?

		Early Sept <u>1996</u>
46	Republicans	46
42	Democrats	44
<u>12</u> 100	Don't know/Refused	<u>10</u> 100

**ASK Q. 23 OF FORM 2 RESPONDENTS ONLY: [N=777]**

**NOW THINKING AGAIN ABOUT YOUR VOTE FOR CONGRESS THIS FALL...**

Q. 23F2 Would you like to see your Representative in Congress be re-elected in November, or not?

		Late Sept <u>1996</u>	Early Sept <u>1996</u>	Nov <u>1994</u>	Oct <u>1994</u>	Early Oct <u>1994</u>	---Gallup--- Oct 25-28 <u>1990</u>
62	Yes	55	62	58	55	49	62
19	No	17	19	25	30	29	22
2	Congressman is not running (VOL)	2	2	1	2	2	2
<u>17</u> 100	No opinion	<u>26</u> 100	<u>17</u> 100	<u>16</u> 100	<u>13</u> 100	<u>20</u> 100	<u>14</u> 100

**ASK Q. 24 OF FORM 2 RESPONDENTS WHO ANSWERED '1' CLINTON IN QUESTION 7 OR 7b:**

Q.24F2 One last question about how you intend to vote. . . What are the chances that you will vote only for Democratic candidates in November? Is there an excellent chance of this, a good chance, some chance or no chance?

		Late Sept <u>1996</u>
39	Excellent chance	38
31	Good chance	32
18	Some chance	21
11	No chance	8
$\frac{1}{100}$ (N=390)	Don't know/Refused	$\frac{1}{100}$ (N=762)

**ASK Q. 25 OF FORM 2 RESPONDENTS WHO ANSWERED '2' DOLE IN QUESTION 7 OR 7b:**

Q.25F2 One last question about how you intend to vote. . . What are the chances that you will vote only for Republican candidates in November? Is there an excellent chance of this, a good chance, some chance or no chance?

		Late Sept <u>1996</u>
44	Excellent chance	42
26	Good chance	29
16	Some chance	19
12	No chance	8
$\frac{2}{100}$ (N=269)	Don't know/Refused	$\frac{2}{100}$ (N=550)

**ASK ALL:**

**IF RESPONDENT IS RECEIVING THE FULL QUESTIONNAIRE, READ: "ON A DIFFERENT SUBJECT:"**

Q.26 Aside from weddings and funerals how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

		June 1996
15	More than once a week	15
30	Once a week	28
16	Once or twice a month	17
18	A few times a year	20
13	Seldom	12
7	Never	7
<u>1</u> 100	Don't know/Refused	<u>1</u> 100

**ASK Q.27-28 ONLY OF THOSE WHO ATTEND CHURCH AT LEAST ONCE OR TWICE A MONTH (Q.26=1,2,3):**

Q.27 Recently, has information on political parties or candidates for the upcoming election been made available in your place of worship, or not?

22	Yes
75	No
<u>3</u> 100 (N=931)	Don't know/Refused

Q.28 And have the clergy at your place of worship or any other religious groups urged you to vote a particular way in the November election, or not?

**IF '1' YES IN Q.28, ASK:**

Q.29 Were you being urged to vote for a particular candidate or party in the Presidential race, a Congressional race, a state race, or a local race? [ACCEPT MORE THAN ONE RESPONSE]

6	Yes
3	Presidential
1	Congressional
2	State
2	Local
2	Don't know/Refused
93	No -- GO TO Q.30
<u>1</u> 100	Don't know/Refused -- GO TO Q.30

**ON A DIFFERENT SUBJECT...**

Q.30 Now I'd like you to think about some concerns that people may have. How concerned are you, if at all, about **(INSERT ITEM: ROTATE)**? Are you very concerned, somewhat concerned, not too concerned, or not at all concerned about this? What about **(NEXT ITEM)**...?

		Very Con- cerned	Somewhat Con- cerned	Not too Con- cerned	Not at all Con- cerned	Does Not Apply <b>(VOL)</b>	Don't Know
a.	Not having enough money for your retirement?	56	24	11	7	1	1=100
	March, 1996	58	22	10	8	2	*=100
	October, 1995	47	29	11	8	5	*=100
	March, 1994	40	30	15	12	2	1=100
	May, 1988	32	37	14	9	5	3=100
b.	Being unable to save enough money to put a child through college?	47	18	9	13	12	1=100
	October, 1995	42	18	8	14	18	*=100
	March, 1994	35	16	8	13	28	*=100
	May, 1988	21	22	11	11	31	4=100
c.	Being unable to afford necessary health care when a family member gets sick?	61	18	12	7	1	1=100
	March, 1996	65	17	11	7	*	0=100
	October, 1995	64	18	10	7	1	*=100
	March, 1994	48	23	16	11	1	1=100

**ASK ALL:**

Q.32 Now I'm going to read you some more pairs of statements. As I read each pair, tell me whether the **FIRST** statement or the **SECOND** statement comes closer to your own views -- even if neither is exactly right. The first pair is... **(READ AND ROTATE)** **(AFTER CHOICE IS MADE, PROBE)**: Do you feel **STRONGLY** about that, or not?

**-- THIS SERIES AND TREND FIGURES ARE BASED ON TOTAL GENERAL PUBLIC --**

		<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
q.	This country should do whatever it takes to protect the environment	77	74	77	78
77	66 Strongly	65	63	65	62
	11 Not Strongly	12	11	12	16
	This country has gone too far in its efforts to protect the environment	20	22	19	19
18	13 Strongly	13	15	13	12
	5 Not Strongly	7	7	6	7
<u>5</u>	Neither/Don't know	<u>3</u>	<u>4</u>	<u>4</u>	<u>3</u>
100		100	100	100	100

Q.32 con't ...

		<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
r.					
	30				
		35	39	32	33
	22	23	28	23	21
	8	12	11	9	12
	63				
		61	57	62	62
	51	47	44	49	45
	12	14	13	13	17
	<u>7</u>	<u>4</u>	<u>4</u>	<u>6</u>	<u>5</u>
	100	100	100	100	100
		<u>April</u> <u>1996</u>	<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>
					<u>July</u> <u>1994</u>
u.					
	44				
		44	45	47	46
	32	29	29	30	33
	12	15	16	17	13
	49				
		49	50	48	48
	42	42	41	40	41
	7	7	9	8	7
	<u>7</u>	<u>7</u>	<u>5</u>	<u>5</u>	<u>6</u>
	100	100	100	100	100
		<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
v.					
	44				
		46	45	42	46
	39	37	40	36	37
	5	9	5	6	9
	52				
		52	53	55	51
	43	41	44	47	39
	9	11	9	8	12
	<u>4</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>3</u>
	100	100	100	100	100
w.					
	85				
		84	83	82	84
	77	75	76	73	72
	8	9	7	9	12
	10				
		11	12	12	12
	6	7	7	8	7
	4	4	5	4	5
	<u>5</u>	<u>5</u>	<u>5</u>	<u>6</u>	<u>4</u>
	100	100	100	100	100

**Q.32 con't ...**

		<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
x.	We will all be called before God on Judgment Day to answer for our sins	83	81	80	80
81	74 Strongly	76	75	74	71
	7 Not Strongly	7	6	6	9
	I don't believe we will have to answer for our sins on Judgment Day	13	14	14	16
13	9 Strongly	9	9	10	9
	4 Not Strongly	4	5	4	7
<u>6</u>	Neither/Don't know	<u>4</u>	<u>5</u>	<u>6</u>	<u>4</u>
100		100	100	100	100
		<u>April</u> <u>1996</u>	<u>July</u> <u>1994</u>		
y.	I'm generally satisfied with the way things are going for me financially	57	56		
57	43 Strongly	44	36		
	14 Not Strongly	13	20		
41	I'm not very satisfied with my financial situation	42	43		
	36 Strongly	37	33		
	5 Not Strongly	5	10		
<u>2</u>	Neither/Don't know	<u>1</u>	<u>1</u>		
100		100	100		

**ON ANOTHER SUBJECT...**

Q.33 Have the Presidential candidates been talking about the issues that are important to you in this campaign, or not?

59	Yes -- <b>GO TO Q.35</b>
35	No
<u>6</u>	Don't know/Refused -- <b>GO TO Q.35</b>
100	

**IF RESPONDENT ANSWERED '2' NO IN Q.33, ASK: [N= ]**

Q.34 Which important issues do you feel they are overlooking? [OPEN-END. ACCEPT UP TO 3 RESPONSES.]

- 16 SOCIAL ISSUES (NET)**
  - 5 EDUCATION (NET)
    - 4 Quality of education/What's going on in schools
    - 1 Cost of education
  - 4 Health care/High cost of health insurance
  - 3 Morality/Family values
  - 3 Fear of crime/Violence
  - 2 Welfare
  - 2 Environment
  - 2 Abortion
  - 1 Homosexuality/Gay rights
  - 1 Racial issues
  - 1 Affirmative action
  - \* Women's issues/Rights
  - \* Child care
- 12 ECONOMY/BUDGET (NET)**
  - 4 Economy/Budget (general)
  - 3 Taxes/High taxes
  - 3 Government spending/Balancing the budget
  - 3 National debt/Deficit
  - 1 Low paying jobs
  - 1 Unemployment
  
  - 4 Foreign policy/Defense
- 3 ELDER PROGRAMS (NET)**
  - 2 Social security
  - 2 Medicare
  
  - 2 Government/Government corruption
  - 3 Other
  - 6 Don't know

**ASK ALL:**

Q.35 Do you think there is a difference between Bob Dole's approach to the Medicare issue and Bill Clinton's approach to the Medicare issue?

**IF RESPONDENT ANSWERED '1' YES IN Q.35, ASK:**

Q.36 Whose approach to Medicare do you favor -- Bob Dole's or Bill Clinton's?

68	Yes
24	Favor Dole's
39	Favor Clinton's
5	Don't know/Refused
15	No -- <b>GO TO Q.37</b>
<u>17</u>	Don't know/Refused -- -- <b>GO TO Q.37</b>
100	

**ASK Q.37 OF FORM 1 ONLY: [N=769]**

Q.37F1 Do you think cutting EVERYONE'S federal income tax by 15 percent is the right thing for the country or the wrong thing for the country?

		---CBS/NYT--- <u>Sept 1996</u>
37	Right thing	31
51	Wrong thing	54
<u>12</u>	Don't know/Refused	<u>15</u>
100		100

**ASK Q.38 OF FORM 2 ONLY: [N=777]**

Q.38F2 Would you favor or oppose cutting EVERYONE'S federal income tax by 15 percent?

		---CBS/NYT--- <u>Sept 1996</u>
54	Favor	58
38	Oppose	34
<u>8</u>	Don't know/Refused	<u>8</u>
100		100

**ASK ALL:**

Q.39 Thinking about the problem of rising teenage drug use, do you think the person elected President can make a difference in dealing with this problem or not?

48 Yes

48 No

$\frac{4}{100}$  Don't know/Refused

**ON A DIFFERENT SUBJECT...**

Q.40 How much influence do you think (INSERT ITEM: ROTATE) have on which candidate becomes the President: too much, too little or about the right amount? What about (NEXT ITEM) . . . ?

		<u>Too Much</u>	<u>Too Little</u>	<u>Right Amount</u>	<u>DK /Ref</u>
a.	Business corporations	59	6	29	6=100
b.	Labor unions	45	11	34	10=100
c.	Churches	15	29	45	11=100
d.	News organizations	67	4	25	4=100

**IF RESPONDENT IS RECEIVING THE ABBREVIATED VERSION OF THE QUESTIONNAIRE, READ "ON A DIFFERENT SUBJECT..."**

Q.41 Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs. . . (READ)

		<u>Oct 1995</u>	<u>April 1995</u>	<u>Nov 1994</u>	<u>Oct 1994</u>	<u>July 1994</u>	<u>May 1990</u>	<u>May 1988</u>	<u>Jan 1988</u>	<u>May 1987</u>
43	Most of the time	52	49	57	52	51	43	42	42	47
37	Some of the time	33	34	30	34	32	36	37	35	35
13	Only now and then	11	13	10	10	13	15	15	17	13
6	Hardly at all	4	4	3	4	4	6	4	5	4
$\frac{1}{100}$	Don't know	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{0}{100}$	$\frac{*}{100}$	$\frac{*}{100}$	$\frac{2}{100}$	$\frac{1}{100}$	$\frac{1}{100}$