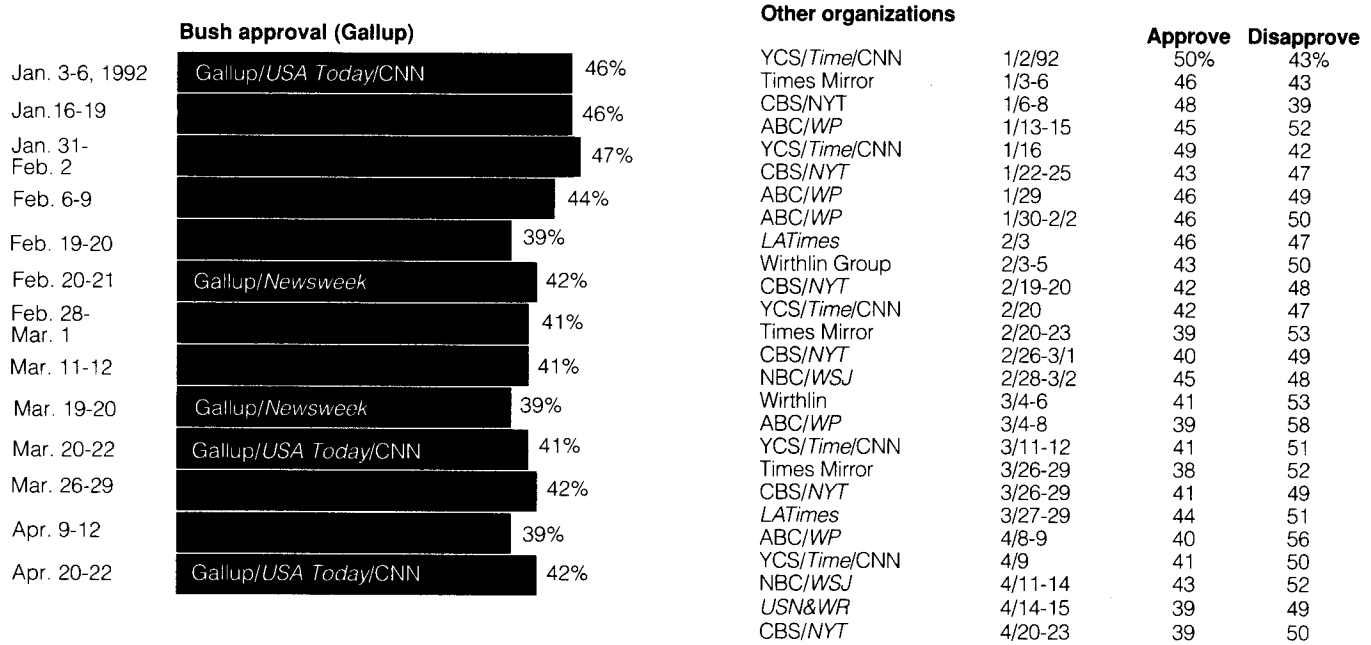


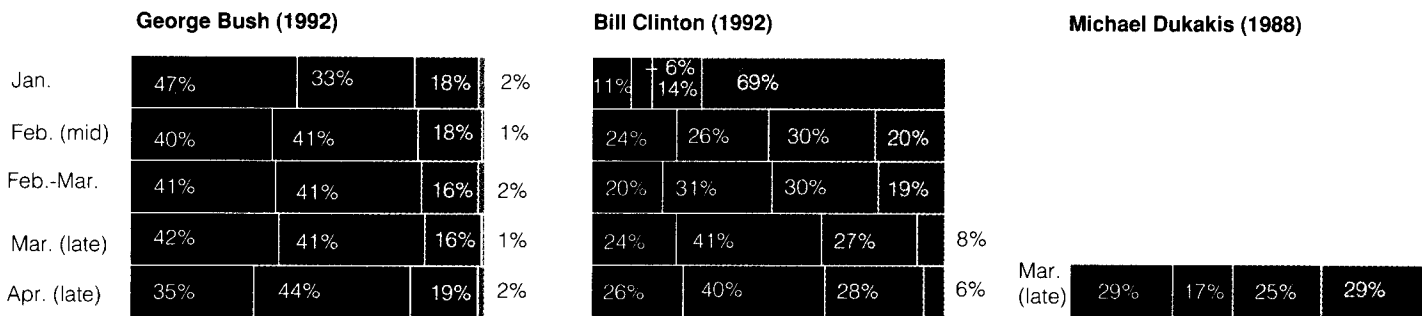
# SIZING UP THE 1992 CANDIDATES

In recent months, the number of those disapproving of the job George Bush is doing as president has exceeded the number approving. His principal challenger, Bill Clinton, however, is burdened by negative ratings that have increased as the number of voters who have an opinion of him has risen.



Question: I am going to name some public figures and ask what you think of them. If you haven't heard much about someone I name, just tell me. Is your opinion of...favorable, not favorable, undecided, or haven't you heard enough...yet to have an opinion?

■ Favorable ■ Not favorable ■ Undecided ■ Haven't heard enough/refused



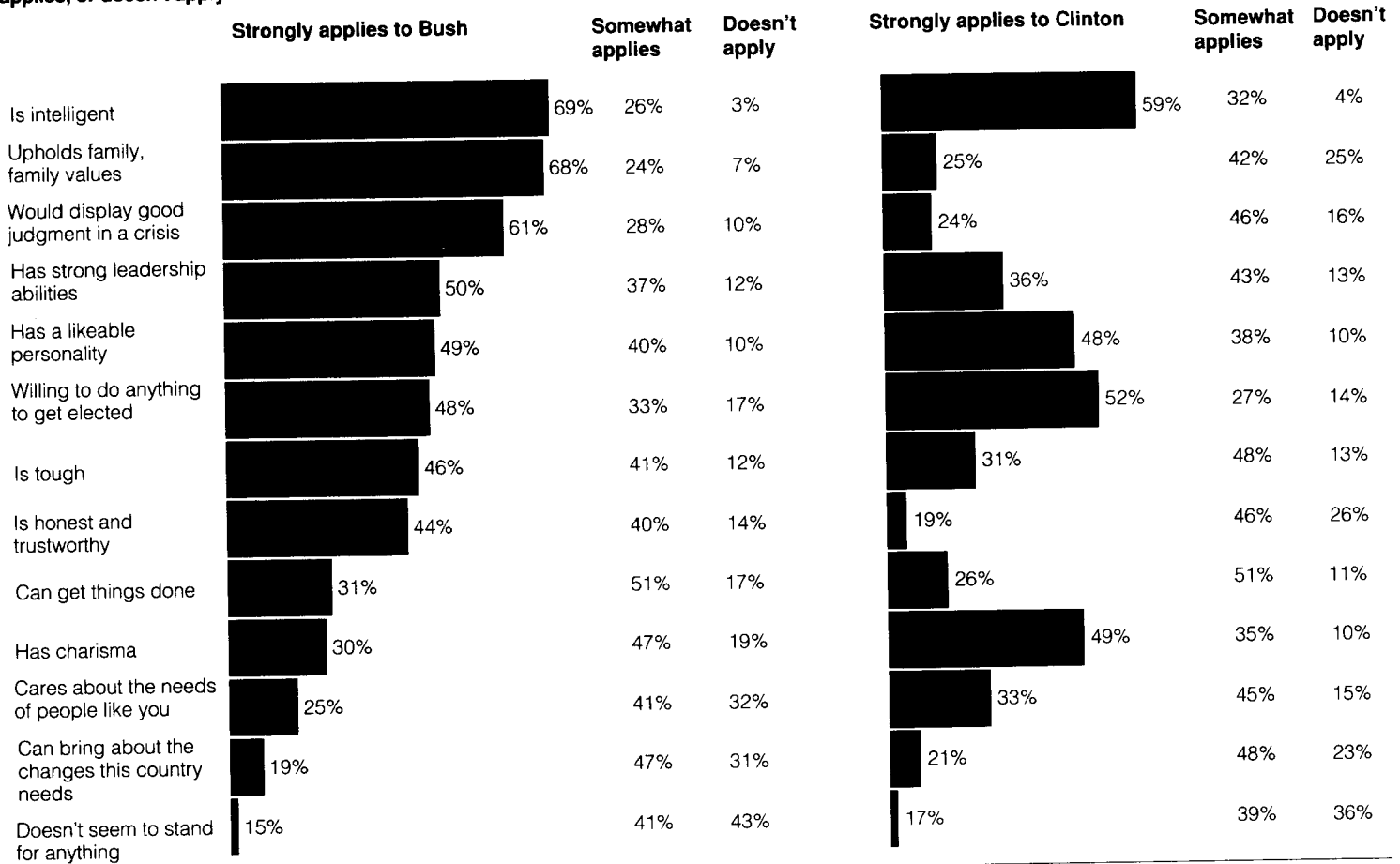
Note: Sample=registered voters for Bush and Clinton ratings, adults for Dukakis rating.  
Source: Surveys by CBS News/New York Times, latest that of April 20-23, 1992.

		Bush		Fav.-	Clinton		Fav.-
		Favorable	Unfavorable	Unfav.	Favorable	Unfavorable	Unfav.
Times Mirror	2/20-23	64%	34%	+30	59%	31%	+28
Gallup/USA Today/CNN	2/28-3/1	53	44	+9	37	41	-4
Gallup/USA Today/CNN	3/11-12	57	38	+19	53	36	+17
ABC News/Wash. Post	3/11	52	43	+9	39	31	+8
ABC News/Wash. Post	3/18	50	47	+3	37	37	0
Gallup/USA Today/CNN	3/20-22	57	40	+17	52	38	+14
Times Mirror	3/26-29	63	36	+27	53	40	+13
Gallup	3/26-29	57	40	+17	38	39	-1
YCS/Time/CNN	4/9	54	39	+15	37	46	-11
Gallup	4/9-12	48	44	+4	34	47	-13
Gallup/USA Today/CNN	4/20-22	55	41	+14	42	49	-7

# Candidate Characteristics

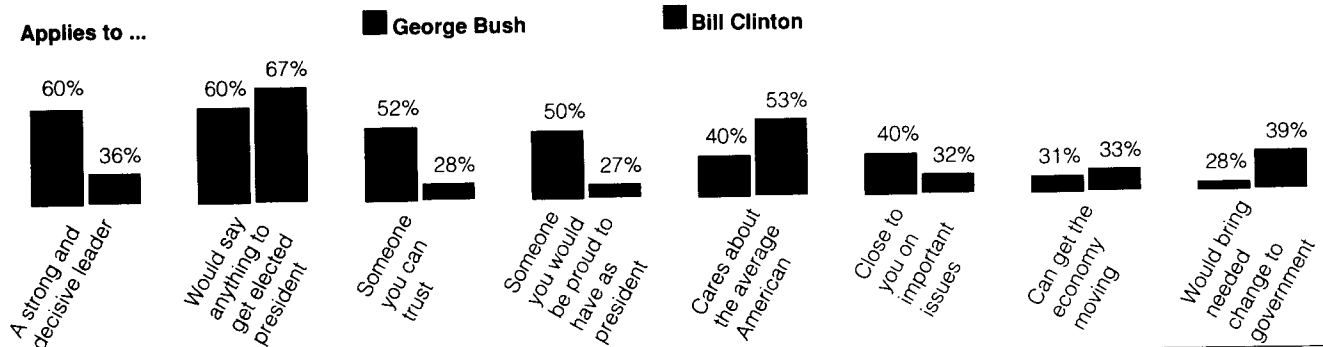
Voters paint very different pictures of the candidates. Bush enjoys significant advantages in the areas of family values, leadership, and trustworthiness. Clinton is more closely identified with the average American.

Question: I'm going to read off some personal characteristics and qualities. As I read each one, tell me if you think it strongly applies to ..., somewhat applies, or doesn't apply.



Note: Sample = registered voters.  
Source: Survey by the Gallup Organization for USA Today and CNN, March 20-22, 1992.

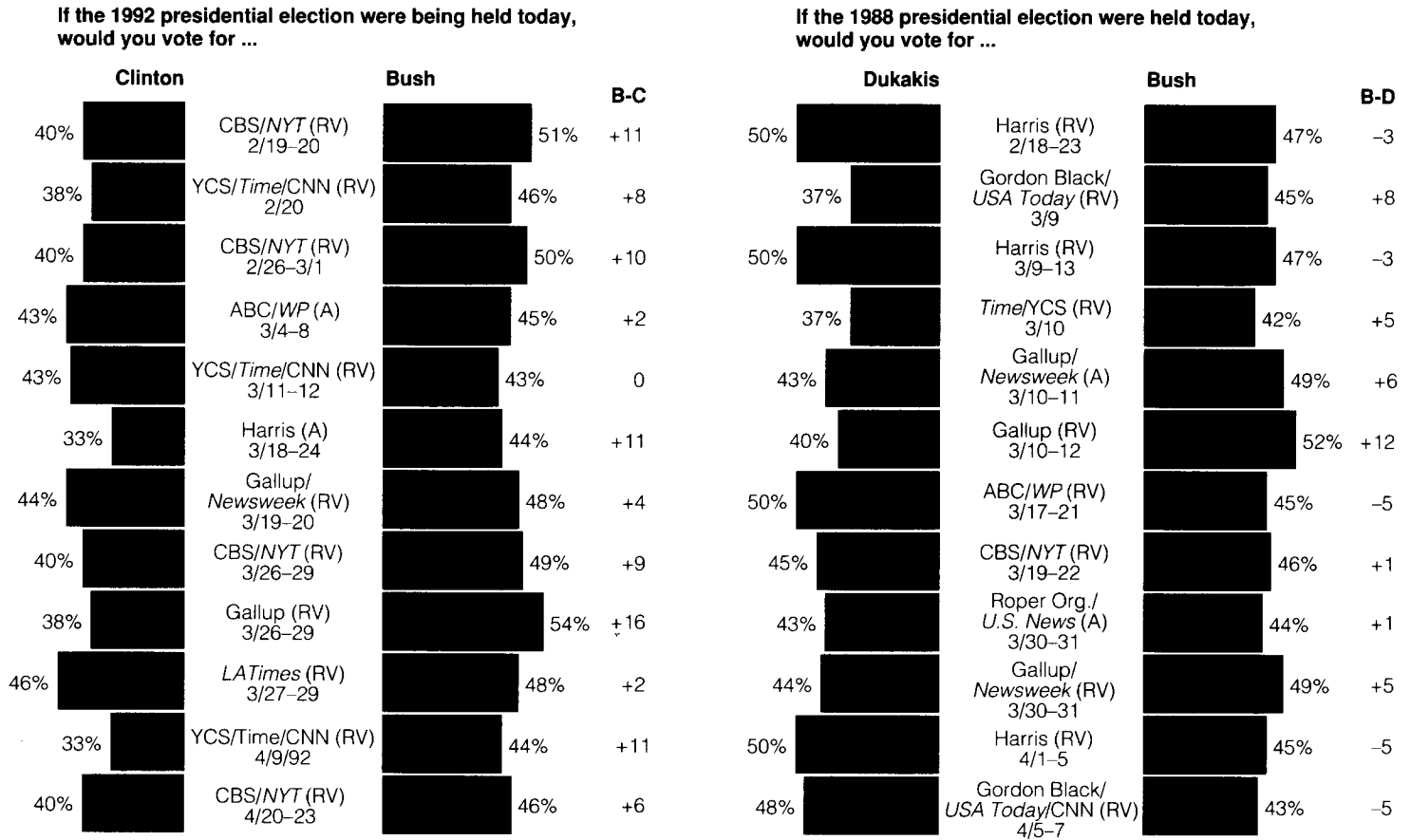
Question: In your view, which of these descriptions apply and which do not apply to ...?



Note: Sample = registered voters.  
Source: Survey by Yankelovich Clancy Shulman for Time and CNN, April 9, 1992.

# Matchups

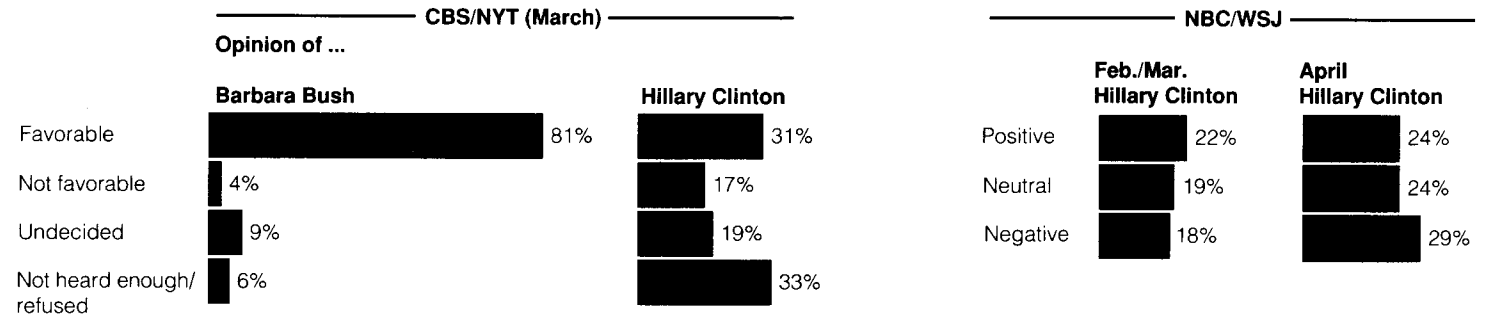
On balance, George Bush fares better in early 1992 trial heats than he did in 1988. Barbara Bush has one of the best favorable/unfavorable ratios of anyone in public life. Three-quarters of Democrats rate her favorably; by contrast only 24 percent of Republicans rate Hillary Clinton (who is less well known) favorably.



Note: A = sample of adults; RV = registered voters. Unleaned vote shown.

Question: **Is your opinion of (Barbara Bush, George Bush's wife/Hillary Clinton, Bill Clinton's wife) favorable, not favorable, undecided, or haven't you heard enough about ... yet to have an opinion?**

Question: **I'm going to read you the names of several people who are active in politics. I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.**



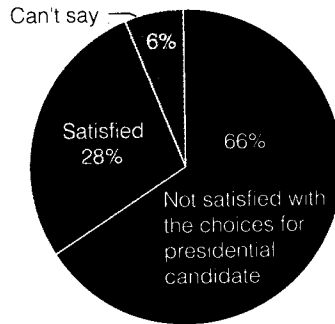
Note: In the CBS/NYT poll, 75% of Democrats had a favorable opinion of Barbara Bush and 24% of Republicans had a favorable opinion of Hillary Clinton.

Source: Surveys by CBS News/New York Times (March 26-29, 1992) and NBC News/Wall Street Journal, latest that of April 11-14, 1992.

# Are We Satisfied With the Candidates?

Only about half those who voted in early Democratic primaries said they were satisfied with their party's candidates for president. As more Democratic voters predict that Bill Clinton will be the Democratic nominee, more also foresee a Bush victory in November.

Question: **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?**



Source: Survey by Princeton Survey Research Associates for the Times Mirror Center for the People and the Press, March 26-29, 1992.

## Democratic primary voters

I am satisfied with my party's candidates for president

By...	Race		Income		Partisan intensity			
	Black	White	\$15,000	\$75,000+	Strong Dem.	Not strong	Independe	
Georgia	53%	56%	51%	63%	46%	61%	48%	42%
Texas	60%	73	55	65	49	71	55	50
Florida	54%	69	52	61	47	65	47	48
Illinois	50%	51	49	60	43	62	47	36
Michigan	55%	63	53	69	53	62	50	48

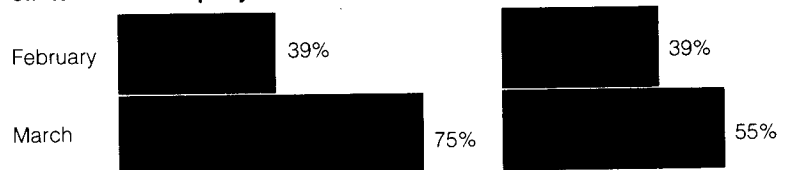
Note: Survey of voters as they left voting booths.  
Source: Surveys by Voter Research and Surveys.

Question: **Regardless of which Democratic presidential candidate you may personally prefer, who do you think will be the Democratic candidate for president next fall?**

Question: **Regardless of how you might vote, who do you think is more likely to win in November, George Bush or the Democratic Party's candidate for president?**

Democratic voters' response

Clinton will be the party's nominee



Source: Surveys by the Gallup Organization, latest that of March 11-12, 1992.

## Primary turnout through April 7, 1992

States with comparable 1988 and 1992 primaries

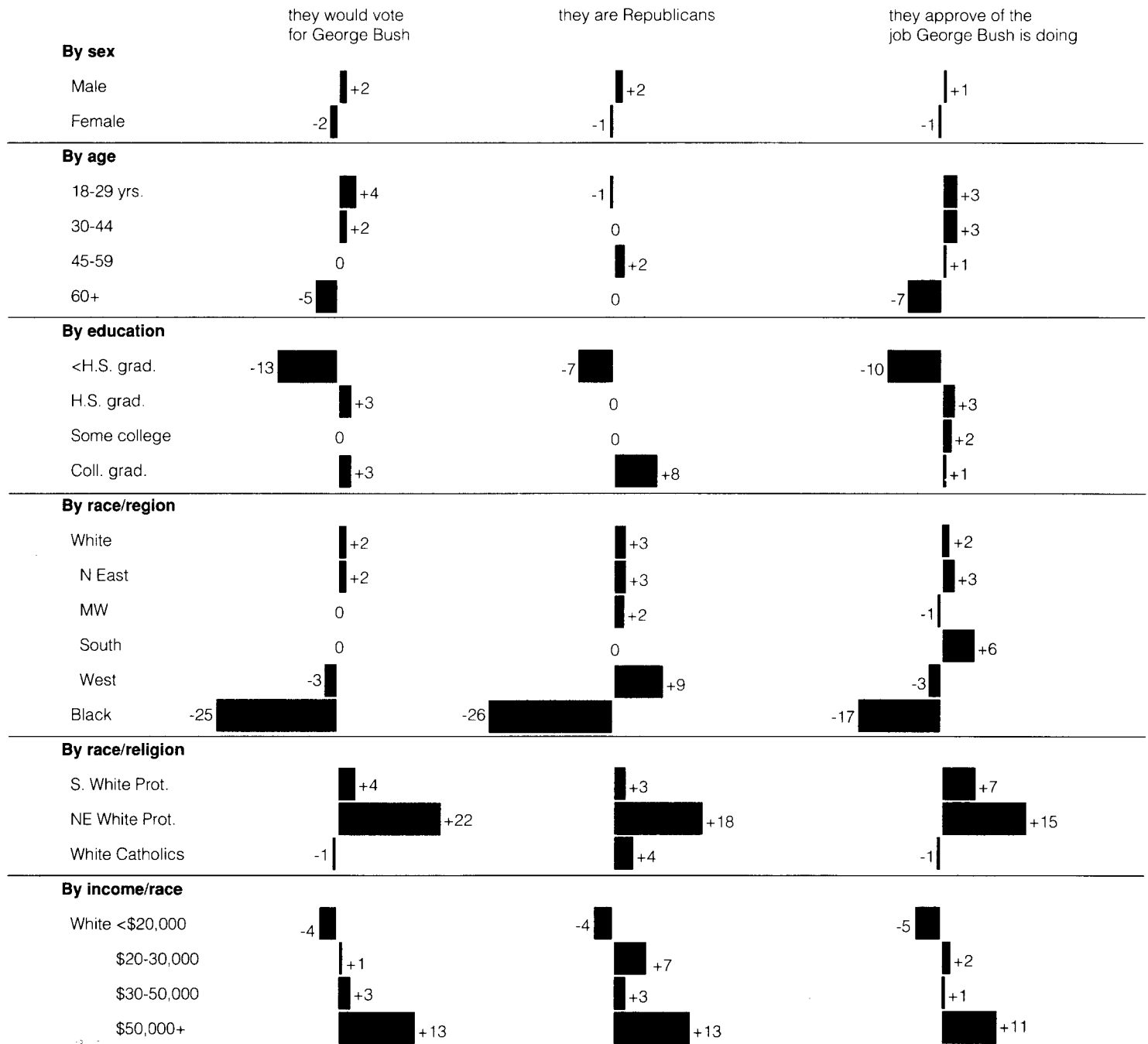
	1988	1992	Percentage change
Democratic turnout	15.08%	12.30%	-18.4
Republican turnout	8.19	7.84	-4.2

Note: Calculations based on voting age public.  
Source: Committee for the Study of the American Electorate.

# Party Ties: Change and Continuity

Since 1964, blacks have been the Democrats' best group. More recently, the young have moved into the Republican column. Southern white Protestants and white Catholics, so long loyal to the Democrats, give plurality support to the GOP. Republicans' strong bond with Northeastern white Protestants has persisted since the Civil War.

## Deviation from the national percentage saying...

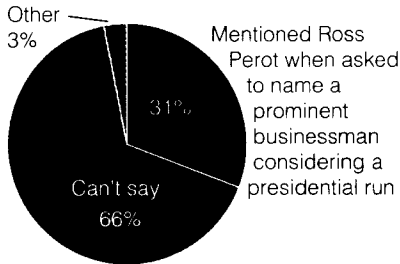


Source: Survey by the Gallup Organization, March 26-29, 1992.

# Perot's Prospects

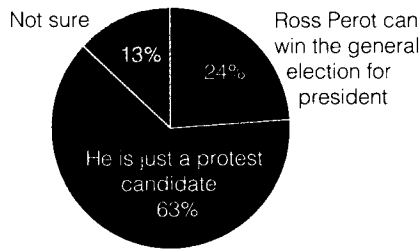
Ross Perot is getting a lot of ink and television attention, but most Americans still know little about him. Those who tend to view Perot favorably resemble John Anderson's supporters in the 1980 campaign: they are white, relatively affluent, and relatively highly educated.

Question: **A prominent businessman is said to be considering running for president as a third party candidate. Do you happen to know who he is?**



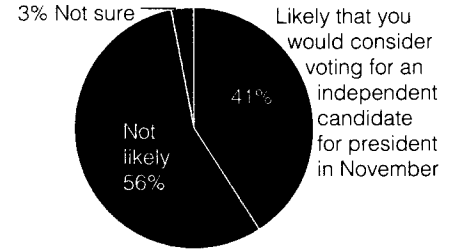
Source: Survey by Princeton Survey Research Associates for the Times Mirror Center for the People and the Press, March 26-29, 1992.

Question: **Regardless of how you plan to vote, do you think Ross Perot can win the general election for president, or do you think he is just a protest candidate?**



Source: Survey by NBC News/Wall Street Journal, April 11-14, 1992.

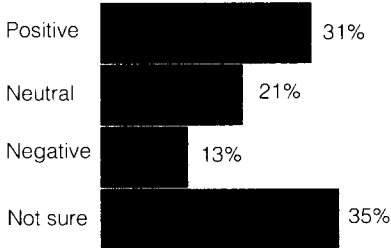
Question: **How likely is it that you would consider voting for an independent candidate for president in November, rather than the Democratic or Republican candidate...?**



Source: Survey by Yankelovich Clancy Shulman for Time and CNN, April 9, 1992.

Question: **I'm going to read you the names of several people who are active in politics. I'd like you to rate your feelings toward each one as.... If you don't know the name, please just say so.**

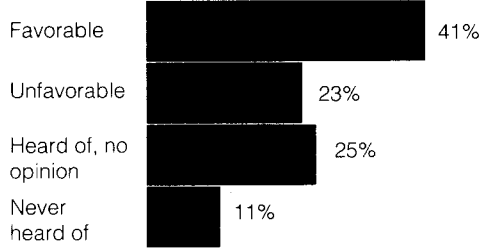
## Feelings toward Ross Perot



Note: Sample=Registered voters. Source: Survey by NBC News/Wall Street Journal, April 11-14, 1992.

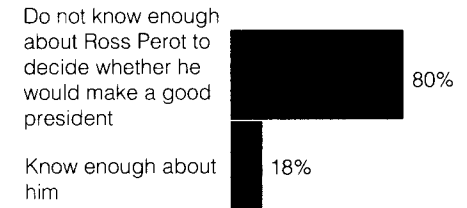
Question: **Do you have a favorable or an unfavorable opinion of H. Ross Perot, or have you never heard of him?**

## Opinion of Ross Perot



Note: In the March 20-22, 1992, Gallup survey, 55% of those surveyed had never heard of Ross Perot, 13% had heard of him but had no opinion. Twenty percent rated him favorably; 12% unfavorably. Source: Survey by the Gallup Organization, for CNN and USA Today, April 20-22, 1992.

Question: **Do you know enough about H. Ross Perot to decide whether he would make a good president, or do you think you do not know enough about him right now to make that decision?**



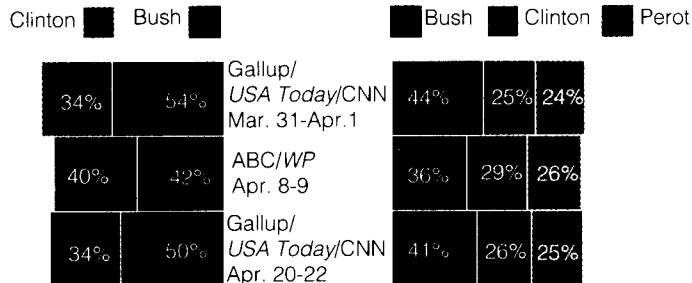
Note: Sample=Registered voters. Source: Survey by Yankelovich Clancy Shulman for Time and CNN, April 9, 1992.

## Third party candidate track records

	1948 Henry Wallace	1968 George Wallace	1980 John Anderson	? 1992 Ross Perot
March	7%	—	21%	24%
April	—	9%	19	25
May	6	16	21	
June	—	16	22	
July	5	15	21	
August	5	17	13	
September	4	18	14	
October	4	15	9	
November	—	—	8	
Actual	2.4%	13.5%	6.6%	?

Note: Result of last survey of each month shown. Source: Surveys by the Gallup Organization, latest that of April 20-22, 1992.

## If the 1992 presidential election were being held today, would you vote for...?



Note: Samples=Registered voters. Leaned vote shown.

## Gallup/USA Today/CNN Mar. 31-Apr. 1

- Strong Perot groups**
- Independents (+14)
  - \$50,000+ earners (+8)
  - Westerners (+6)
  - Have some coll. (+5)
  - Men (+4)
- Weak groups**
- Southerners (-5)
  - <\$20,000 earners (-6)
  - Republicans (-6)
  - <H.S. graduate (-7)
  - Blacks (-13)

Note: Deviation from national percentage choosing Perot shown.