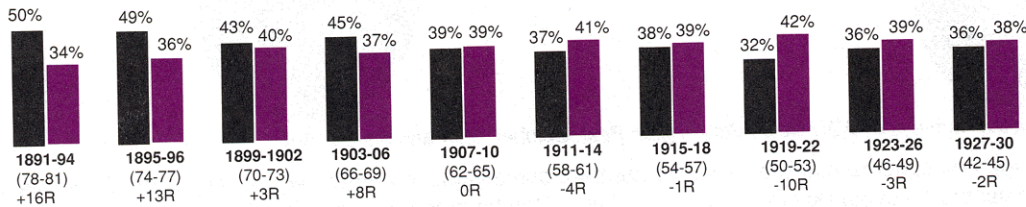


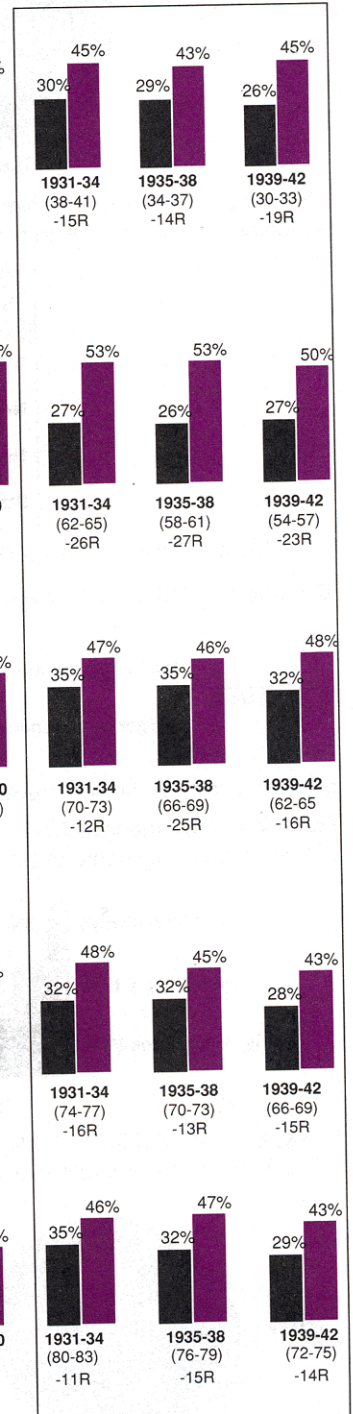
Partisan Identification...

At Every Point Since the New Deal, Party Identification...

Party Identification in 1952 by When Respondent Turned 18, and Current Age



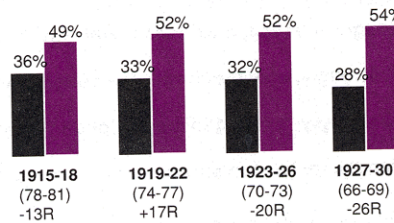
Depression Generation



Republican
Democrat

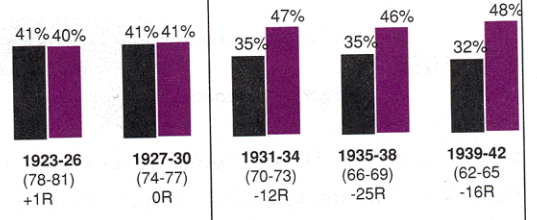
In 1978

Years when respondent turned 18
Age today
Republican Margin



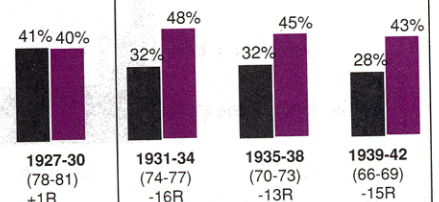
In 1985

Years when respondent turned 18
Age today
Republican Margin



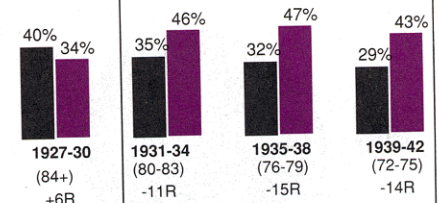
In 1989-91

Years when respondent turned 18
Age today
Republican Margin



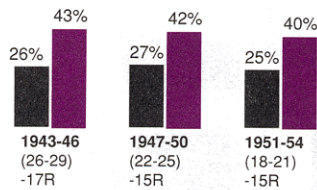
In 1996

Years when respondent turned 18

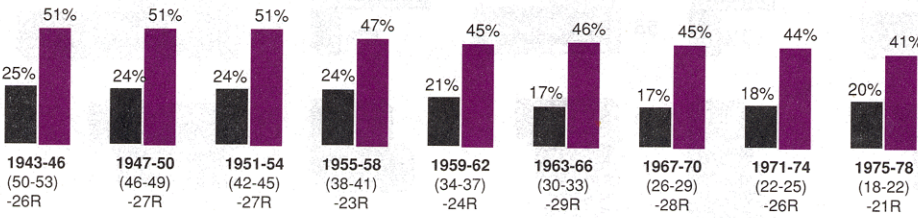


As Electoral Backdrop...

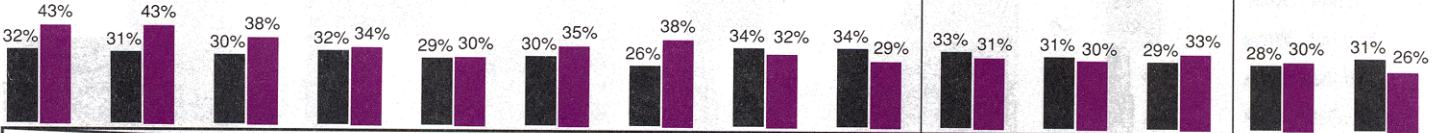
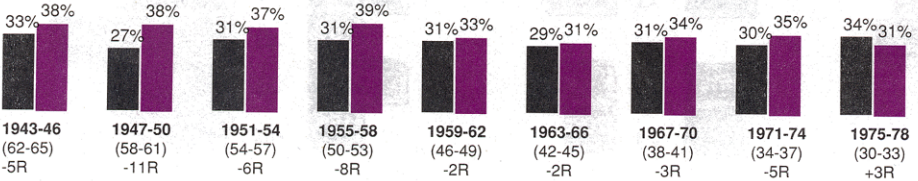
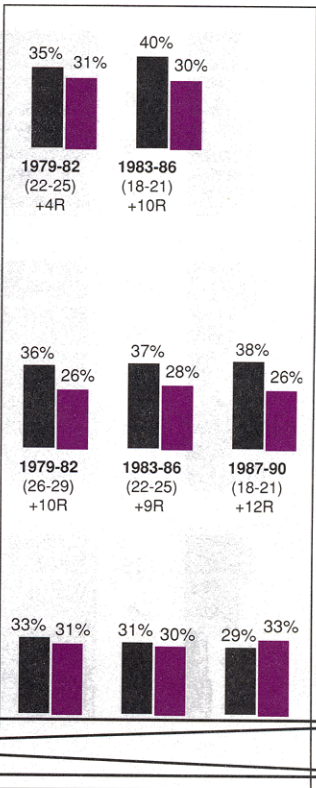
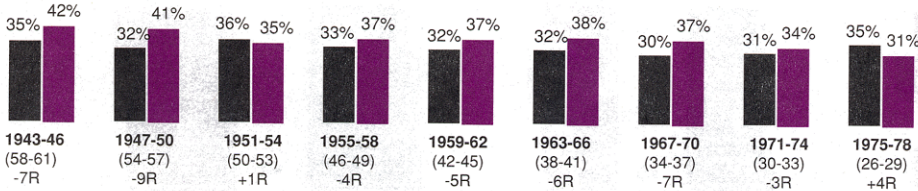
...Reflects time When Voters Entered the Electorate



Republican
Democrat

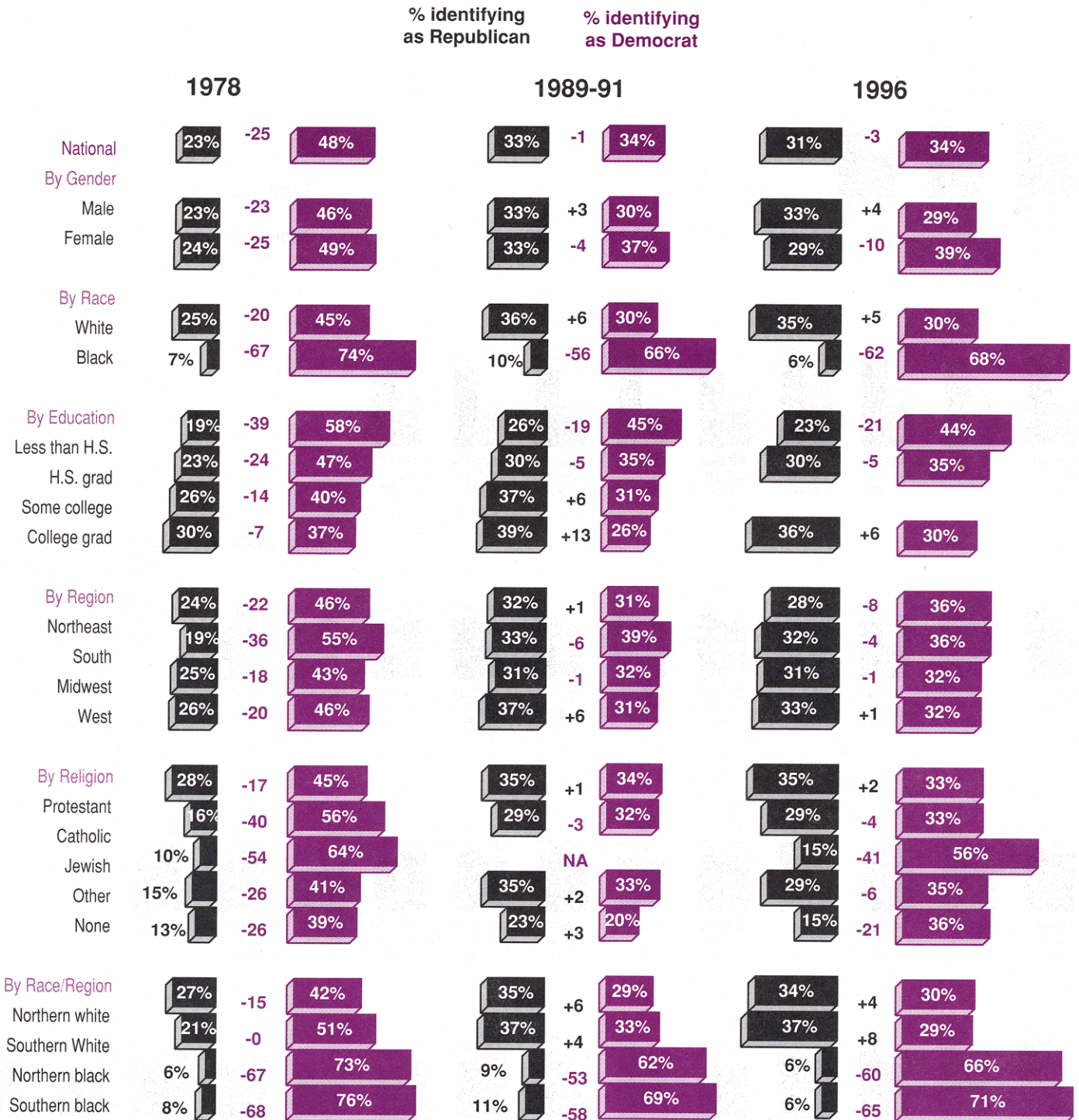


Reagan Generation

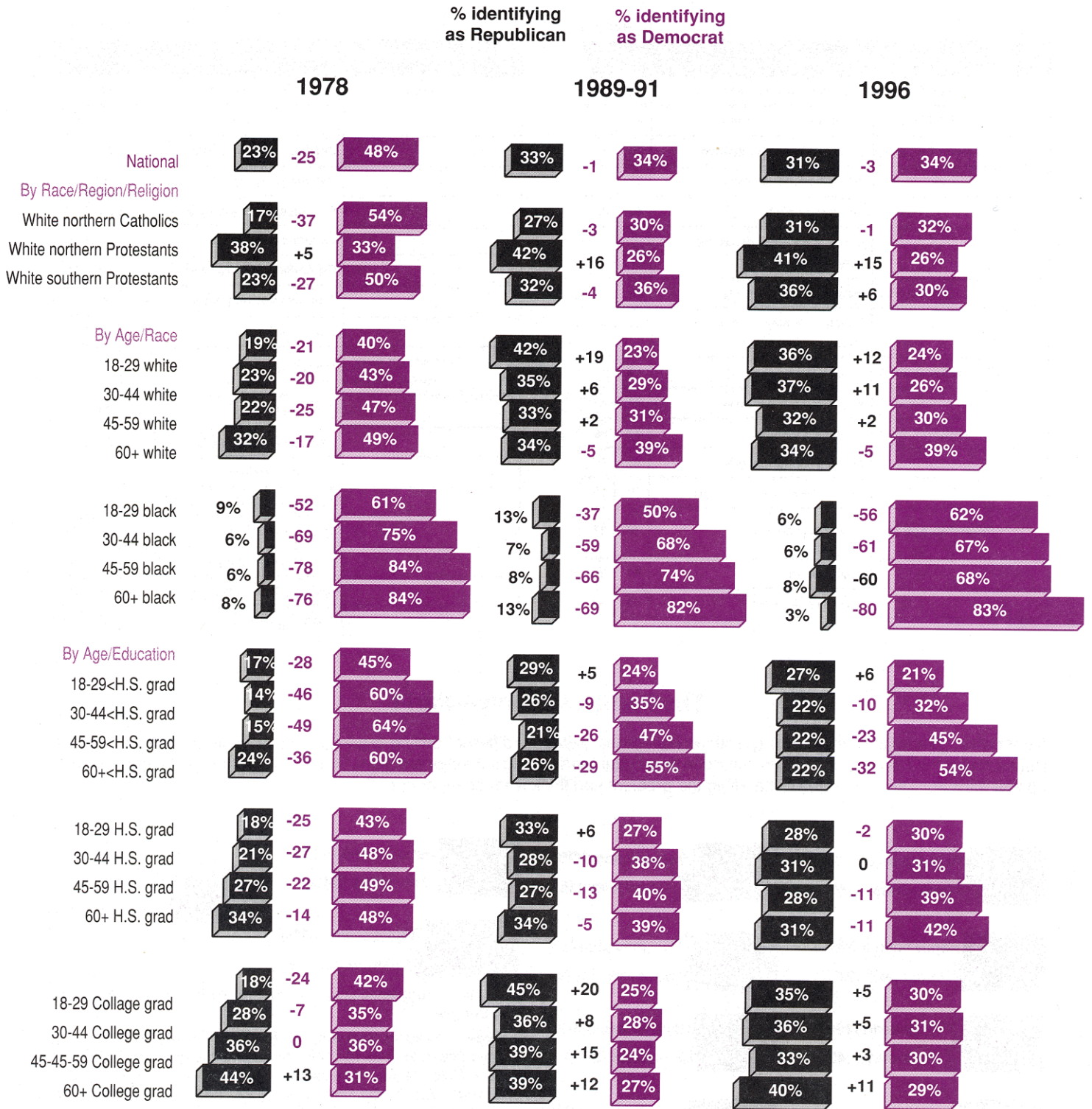


Source: Surveys by the Gallup Organization; for 1989-91 surveys for October 1989-February 1991 were combined; for 1996, surveys for January-August 1996 were combined.

Republicans' Strength in Party Identification...



...Up Among Men, Catholics, Southern Whites



Source: Surveys by the Gallup Organization; for 1989-91 surveys for October 1989-February 1991 were combined; for 1996, surveys for January-August 1996 were combined.

Which Party Does a Better Job On...?

Advantage Republicans

In percent

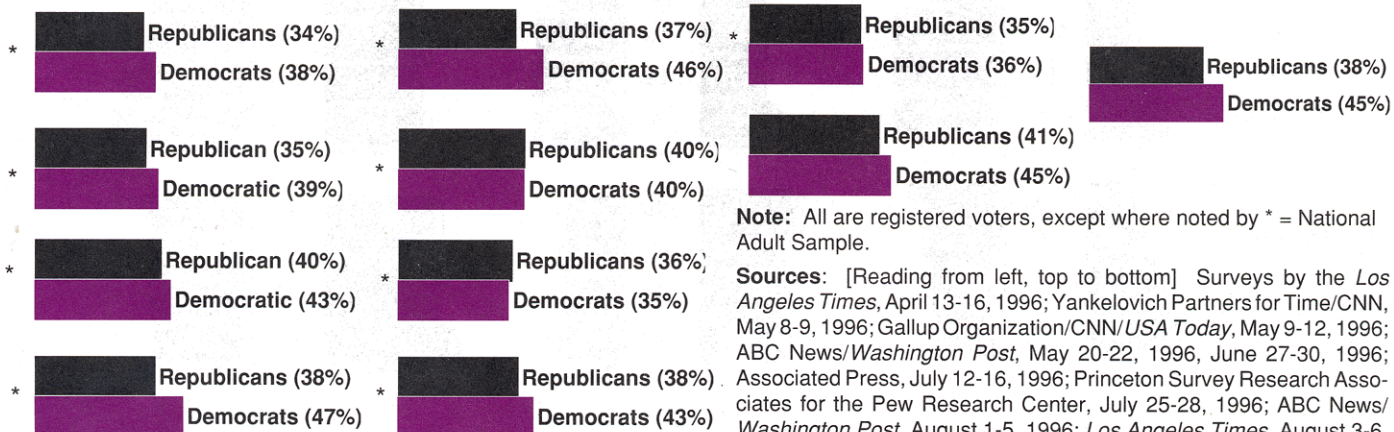
Survey Organization/Date	Issue	R	D
CBS News 8/26-28	Insure a strong economy	43	41
CBS 8/26-27	Insure a strong economy	43	40
CBS/NYT 8/16-18	Reform the welfare system	50	31
	Insure a strong economy	48	38
	Reducing deficit	50	29
	Caring more about needs and problems of men	41	35
CBS 8/12-14	Insure a strong economy	43	36
	Caring more about needs and problems of men	42	33
PSRA/Newsweek 8/8-9	Budget deficit	43	34
	Reducing crime/violence	37	31
CBS/NYT 8/3-5	Reforming welfare	47	35
	Insure a strong economy	46	38
	Caring more about needs and	39	35
PSRA/Pew 7/25-28*	Governing honestly	38	37
	Well organized	40	35
	Managing gov't well	45	32

In percent

Survey Organization/Date	Issue	R	D
NBC/WSJ 5/10-14	Dealing with economy	30	26
	Dealing with crime	31	21
	Dealing with immigration	35	18
	Reforming welfare	35	31
	Dealing with Foreign policy	43	20
	Reducing drug problem	21	19
	Controlling gov't spending	43	15
	Promoting strong moral values	36	21
	Dealing with taxes	34	25
US News and World Report 1/27-29	Reducing deficit	47	30
	Fighting crime/drugs	35	34
	Holding the line on taxes	46	32
	Reforming welfare	42	41
	Dealing with foreign affairs	47	33
	Getting things done	39	31
	Bringing about change	45	34
	Keeping America prosperous	42	35
	Improving the economy	42	40

The Parties at Parity—Part I

Questions: [Variants of these two questions have been asked by different polling organizations over time] Which party, the Democrats or the Republicans, do you think can do a better job handling the major problems facing the country; Which political party do you think can do a better job of handling the problem you think is most important...?



Note: All are registered voters, except where noted by * = National Adult Sample.

Sources: [Reading from left, top to bottom] Surveys by the *Los Angeles Times*, April 13-16, 1996; Yankelovich Partners for Time/CNN, May 8-9, 1996; Gallup Organization/CNN/*USA Today*, May 9-12, 1996; ABC News/*Washington Post*, May 20-22, 1996, June 27-30, 1996; Associated Press, July 12-16, 1996; Princeton Survey Research Associates for the Pew Research Center, July 25-28, 1996; ABC News/*Washington Post*, August 1-5, 1996; *Los Angeles Times*, August 3-6, 1996; ABC News/*Washington Post*, September 3-4, 1996; ABC News, September 11-15, 1996.

The Public is Remarkably Consistent in How It Assigns Credit

Advantage Democrats

In percent

Survey Organization/Date	Issue	R	D
CBS News/NYT 9/2-4	Insuring a strong economy	39	42
CBS News 8/26-28	Insuring fair tax system	36	46
8/26-27	Insuring fair tax system	35	47
	Helping people achieve American Dream	36	49
8/16-18	Right decisions about Medicare	37	45
	Insuring fair tax system	38	45
	Helping people achieve American Dream	41	46
	Caring more about needs and problems of women	23	58
CBS News 8/12-14	Insuring fair tax system	38	40
	Helping people achieve American Dream	37	46
	Caring more about women	24	53
PSRA/Newsweek 8/8-9	Dealing with economy/jobs	38	45
	Dealing with abortion	30	39
	Dealing with Medicare/Social Security	36	44
	Programs for the poor	35	47
CBS/NYT 8/3-5	Dealing with Medicare	34	50
	Insuring fair tax system	33	49

In percent

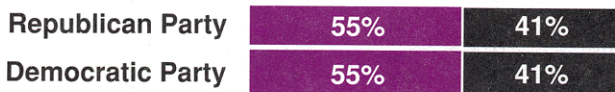
Survey Organization/Date	Issue	R	D
CBS/NYT 8/3-5	Helping people achieve	35	50
	Caring more about needs and	18	60
PSRA/Pew 7/25-28*	Concerned with needs of business/powerful groups	65	19
	Concerned with needs of disadvantaged	23	63
NBC/WSJ 5/10-14	Dealing with abortion	25	34
	Dealing with education	24	40
	Dealing with Medicare	26	45
	Protecting the environment	17	45
	Dealing with health care	22	42
LAT 4/13-16*	Handling family values/morality	37	39
US News/World Report	Protecting middle class	31	51
	Improving health care	29	50
	Improving education	31	51
	Right priority between helping people and cutting spending	37	45
	Dealing with Medicare	31	50
	Protecting the environment	21	61

And, Parity—Part II

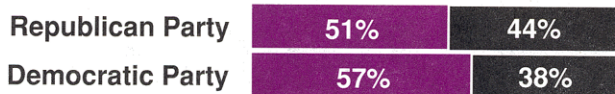
Question: Please tell me whether you have a favorable or unfavorable opinion of each of the following parties...?

August 16-18, 1996

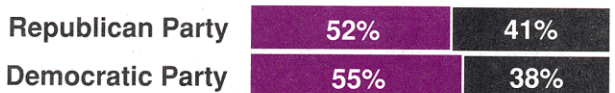
■ Favorable ■ Unfavorable



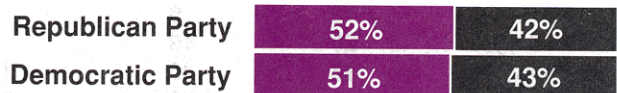
August 5-7, 1996



April 9-10, 1996*



April 17-19, 1995*



July 6-8, 1992



Source: Surveys by the Gallup Organization.

Note: All are registered voters, except where noted by * = National Adult Sample.

Group Differences on "Which Party is Better On..."

Note: The numbers show the difference between the percentage in each group responding that the Republican party would do a better job handling each issue, and the percentage responding that the Democratic party would. The negative numbers are the areas where **Democrats** get higher marks from that group.

Advantage Republicans

	Controlling Spending	Foreign Policy	Promoting Strong Moral Values	Crime	Taxes	Economy	Reforming Welfare
EVERYONE	28	23	15	10	9	4	4
By Gender							
Male	37	31	20	23	23	12	16
Female	20	16	11	-1	-2	-2	-7
By Race							
White	34	28	24	14	17	11	11
Black	3	-4	-28	-28	-33	-37	-35
By Age							
18-29 yrs. of age	30	36	14	8	-3	5	-11
30-39	31	42	26	11	9	8	0
40-49	42	30	15	16	12	4	0
50-59	22	5	8	14	8	7	14
60+	18	4	11	1	16	-1	16
By Region							
East	30	16	9	18	-6	-4	-2
Midwest	27	22	17	8	8	4	-2
South	32	25	14	7	18	10	7
West	26	29	21	9	11	3	11
By Education							
Less than H.S. (n=72)	-14	-33	-26	-6	9	-13	0
H.S. Grad	26	26	12	-3	3	2	0
Some College	26	16	12	14	5	-3	2
College Grad	40	42	33	19	23	22	13
Post Grad	47	34	22	17	12	7	2
By Income							
Less than \$10,000 (n=67)	6	3	9	-16	0	-16	-28
\$10,000-\$19,999	13	6	8	5	-3	-6	-14
\$20,000-\$29,999	20	19	-6	-2	2	-3	-4
\$30,000-\$49,999	33	30	15	9	13	8	10
\$50,000-\$74,999	46	28	32	20	11	8	15
\$75,000+ (n=83)	35	26	33	39	12	10	24
By Union Household							
Union Household	36	27	11	-1	-5	-4	-18
Non-Union Household	27	22	16	12	14	6	9
By Ideology							
Liberal	-4	-2	-17	-14	-21	-29	-34
Moderate	22	14	3	5	-2	-9	3
Conservative	59	51	49	37	53	47	40

Source: Survey by NBC News/Wall Street Journal, May 10-14, 1996.

The negative numbers are the areas where **Republicans** get higher marks from that group.

Advantage Democrats

	Environment	Healthcare	Medicare	Education	Abortion
EVERYONE	28	20	19	16	9
By Gender					
Male	31	23	14	13	5
Female	25	19	22	20	13
By Race					
White	25	13	11	9	5
Black	36	59	54	44	25
By Age					
18-29 yrs. of age	24	31	11	15	16
30-39	28	16	16	18	6
40-49	41	20	13	19	8
50-59	34	22	23	16	11
60+	18	16	27	15	6
By Region					
East	27	31	30	21	17
Midwest	24	12	9	14	0
South	25	21	16	12	3
West	38	17	21	22	19
By Education					
Less than H.S. (n=72)	15	55	51	40	12
H.S. Grad	26	10	12	7	0
Some College	24	28	23	19	8
College Grad	23	10	7	9	11
Post Grad	53	28	23	30	25
By Income					
Less than \$10,000 (n=67)	30	28	27	19	-2
\$10,000-\$19,999	18	26	31	17	8
\$20,000-\$29,999	26	30	28	22	8
\$30,000-\$49,999	34	9	12	11	9
\$50,000-\$74,999	28	21	12	15	9
\$75,000+ (n=83)	29	39	19	20	15
By Union Household					
Union Household	34	30	32	23	12
Non-Union Household	26	18	14	14	8
By Ideology					
Liberal	35	47	42	41	45
Moderate	39	37	29	32	26
Conservative	10	-10	-15	-22	-33

Source: Survey by NBC News/Wall Street Journal, May 10-14, 1996.