

The Star-Ledger/Eagleton-Rutgers Poll

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A story based on the survey findings presented in this release and background memo will appear in Friday's *Star-Ledger*. We ask users to properly attribute this copyrighted information to "The Star-Ledger/Eagleton Poll."

In this release *The Star-Ledger/Eagleton Poll* includes a classification of likely voters that is based on how firmly they support a candidate. A "firm voter" is one who selects a candidate and says they are "very sure" about their choice and will not change their mind before the election. "Not firm voters" are those who select a candidate and say they might change their mind or who are initially undecided. Traditionally, election studies have grouped voters who "lean" toward a candidate with those who are "undecided." Voters who are "firm" in their choice of candidate or those who say they "might change" have been allocated to a specific candidate. A 1993 Eagleton post-election study showed that this traditional classification under-represents the larger group of voters who might change their minds prior to, or even on, Election Day.

All of the percentages in this release are based on New Jersey residents who report they are currently registered to vote.

The *Star-Ledger/Eagleton Poll* web address: <http://www.rci.rutgers.edu/~eaglepol>

1996 CAMPAIGN ISSUES

More of New Jersey's registered voters are informed about the issues being discussed in the Presidential campaign than are informed about issues in the U.S. Senate race. Eight-in-ten voters can name an issue they think is being discussed by Republican Bob Dole and 3-in-4 can name an issue that Democrat Bill Clinton is talking about. In comparison, most New Jersey voters cannot name issues that either Republican Dick Zimmer or Democrat Bob Torrecilli are talking about in the U.S. Senate election. Two-in-three voters cannot name an issue being discussed by Zimmer and close to 3-in-4 cannot name an issue that Torricelli is talking about.

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Leadership for the 21st Century and being trusted to carry out programs discussed during the campaign are two issues that most voters say are important to them. Overall, Bill Clinton is the candidate that most voters think can accomplish these issues. Clinton is also preferred over Dole in "doing a better job" for senior citizens and for children.

By a margin of 28 to 18 percent more voters say four years from now their family's financial situation will be better if Bill Clinton is President than if Bob Dole were to win the election.

The *Star-Ledger/Eagleton* Poll conducted by telephone from October 10 to 20, 1996 with a random sample of 810 registered voters finds that similar to September, voters are about equally divided between saying that the country is going in the right direction (45%) and seeing things as being on the wrong track (47%).

ISSUES IN THE PRESIDENTIAL RACE

In the Presidential race, by a margin of 25 to 21 percent, slightly more voters cannot name an issue being talked about by Bill Clinton compared to those that are being discussed by Bob Dole.

· Dole Issues

For Bob Dole, one issue – taxes – stands out among other issues for being associated with the candidate. Thirty-three percent of all voters say taxes are the main issues being discussed by Bob Dole, followed by the trust and character issues (9%), and the economy (7%). Other issues are named by 5 percent or fewer voters. Voters who are firm Dole supporters (42%) are more likely than firm Clinton supporters (28%) or those who are not committed to a candidate (35%) to name taxes as the main Dole issue. Also, firm Dole supporters (14%) are more likely than firm Clinton supporters (8%) or those who are not committed to a candidate (6%) to name the trust issue. On the other hand, firm Clinton supporters (25%) and those not committed to a candidate (25%) are more likely than Dole supporters (10%) to not be able to name a Dole campaign issue.

Overall, 82 percent of the voters say the issue they identified that Dole has been talking about in his campaign is very (56%) or somewhat (26%) important to them personally, compared to 18 percent who say it is not too (10%) or not at all (8%) important.

· *Clinton Issues*

Compared to the issues identified with Bob Dole, there is not one issue that stands out as prominently among the voters as being discussed by Bill Clinton. The issue that is named by most voters is the economy (15%), followed by education (8%) and taxes (6%). Other issues are named by 5 percent or fewer voters. Voters who are firm Clinton supporters (18%) are more likely than firm Dole supporters (13%) or those who are not committed to a candidate (11%) to name the economy as the main Clinton issue. Also, firm Clinton supporters (13%) are more likely than firm Dole supporters (2%) or those who are not committed to a candidate (4%) to name education. On the other hand, firm Dole supporters (32%) and those not committed to a candidate (32%) are more likely than Clinton supporters (17%) to not be able to name a Clinton campaign issue.

Compared to the importance of Bob Dole's issues, more voters say the issue they identified with Clinton is important. Overall, 91 percent of the voters say the issue they identified that Clinton has been talking about in his campaign is very (69%) or somewhat (22%) important to them personally, compared to 8 percent who say it is not too (5%) or not at all (3%) important.

· *Voters' Issues*

The voters also identified the issue that they personally wanted the Presidential candidates to talk about. The issue named by most voters is the economy (13%) followed by taxes (10%), education (9%), jobs (7%), and the budget deficit (6%). Other issues are named by 5 percent or fewer voters. Voters who are firm supporters of Dole are most likely to name the economy (17%), taxes (16%), how the government is run (8%), trust and character issues (7%), the budget deficit (6%), and crime (6%) as the issues they would like to have the candidates talk about. In comparison, firm Clinton supporters would like the

candidates to discuss the economy (13%), education (13%), jobs (8%), taxes (8%), and healthcare (6%). The issues named by most of the voters who are not yet firmly committed to a candidate are the economy (11%), the budget deficit (8%), jobs (7%), taxes (7%), education (7%), Medicare (6%), and healthcare (6%).

OTHER PRESIDENTIAL CAMPAIGN ISSUES

Voters also provided their opinions about their financial future, leadership into the 21st Century, trust, children's issues, and senior citizen issues.

Financial Future

Overall, half (49%) of the voters say that their family's financial situation today is about the same as it was four years ago compared to 28 percent who say it is better and 21 percent who feel it is worse. Firm Clinton supporters (44%) are more likely than firm Dole supporters (11%) and those who have not yet made a firm commitment to a candidate (19%) to say their financial situation is better today than four years ago. In comparison, more of the firm Dole supporters (36%) and those who have not yet made a firm commitment to a candidate (26%) than firm Clinton supporters (11%) say that they are worse off today than four years ago.

Looking ahead to four years from today, 45 percent of the voters say that their family's financial situation will not depend on who is elected President. However, by a margin of 28 to 18 percent, more voters say their financial situation will improve with Clinton than feel that way about Dole. About 2-in-3 (67%) firm Dole supporters say their situation would be better if the Republican candidate is elected compared to half (54%) of the firm Clinton voters who say the same about their candidate. Voters who have not yet made a firm commitment to a (68%) candidate are most likely to say who is elected will not make any difference to their family's financial situation four years from now.

Trust

Overall, 94 percent of the voters say that it is very (77%) or somewhat (17%) important that whoever is elected President can be trusted to carry out the programs he has talked about during the campaign, compared to 4 percent who say it is not too important.

Among all registered voters, 45 percent say Bill Clinton is the candidate who can be trusted to carry out the programs he has talked about during the campaign compared to 33 percent who select Bob Dole. While 77 percent of the firm Clinton supporters say their candidate is the best choice, 95 percent of the firm Dole supporters select their candidate. Those voters who are not firm in their selection of a candidate are divided between the Republican and the Democrat: 27 percent say Clinton and 30 percent select Dole. However, 21 percent of these uncommitted voters say they do not know which of these candidates can be trusted more to carry out the programs that they have talked about.

· *21st Century Leadership*

Overall, 83 percent of the voters say it is very (63%) or somewhat (20%) important that whoever is elected President is able to bring the country into the 21st century compared to 13 percent who say it is not too important.

Among all registered voters, 58 percent say Bill Clinton is the candidate who is better able to lead the country into the next century compared to 24 percent who select Bob Dole. While 94 percent of the firm Clinton supporters say their candidate is the best choice, 85 percent of the firm Dole supporters select their candidate. Among those voters who are not firm in their selection of a candidate, 46 percent say Clinton and 16 percent select Dole. However, 25 percent of these uncommitted voters say they do not know which of these candidates would be better to bring the country into the 21st century.

· *Children and Senior Citizens*

More voters select Bill Clinton than choose Bob Dole as the candidate for President who would do a better job for children and for senior citizens in this country. Overall, by a margin of 64 to 23 percent, voters prefer Bill Clinton over Bob Dole to do a better job for children. Among firm Clinton supporters 95 percent select Clinton compared to 76 percent of the firm Dole supporters who say the Republican would do a better job for children. Those voters who are not firmly committed to a candidate select Clinton by a margin of 59 to 18 percent.

Clinton is also preferred over Dole for handling senior issues in this country. By a margin of 52 to 37 percent voters prefer Bill Clinton over Bob Dole. Among firm Clinton supporters 82 percent select the President compared to 85 percent of the firm Dole supporters who say their candidate would do a better job for senior citizens. Among those voters who are not firmly committed to a candidate, about equal percentage select Clinton (39%) as select Dole (41%).

ISSUES IN THE SENATORIAL RACE

Few voters can name any issues being discussed by the candidates in the race for the U.S. Senate. Sixty-seven percent of the voters cannot name an issue that is being discussed by Congressman Dick Zimmer and 73 percent cannot name one being discussed by Congressman Bob Torricelli. Voters who have not firmly committed to either candidate are the most likely not to name an issue being discussed by either candidate. Among this group of voters, 77 percent could not mention an issue Zimmer is discussing and 81 percent could not name an issue that is being talked about by Bob Torricelli.

• Zimmer Issues

For Dick Zimmer, two issues are named by 5 percent or more of the voters: beating his opponent (6%) and taxes (5%). Voters who are firm Zimmer supporters (11%) are more likely than firm Torricelli supporters (6%) or those who are not committed to a candidate (2%) to name taxes as a Zimmer issue. Also, firm Torricelli supporters (11%) are more likely than firm Zimmer supporters (5%) or those who are not committed to a candidate (4%) to say beating his opponent is the main issue that Zimmer is talking about in his campaign.

Among the voters who name an issue that Zimmer is discussing in his campaign, 79 percent of the voters say the issue that they identified is very (58%) or somewhat (21%) important to them personally, compared to 18 percent who say it is not too (7%) or not at all (11%) important.

• Torricelli Issues

Among all of the voters, there is not a single issue that is named by 5 percent or more of the voters as discussed by Senate candidate Bob Torricelli. The one issue that is named by 5 percent or more of the firm Torricelli supporters as an issue that their candidate is talking about is education (7%), while 7 percent of firm Zimmer supporters say Torricelli's main issue is beating his opponent.

Among the voters who name an issue that Torricelli is talking about, 81 percent of the voters say the issue that they identified is very (61%) or somewhat (20%) important to them personally, compared to 17 percent who say it is not too (9%) or not at all (8%) important.

• *Voters' Issues*

Compared to the small percentage of voters who could name an issue that the Senate candidates are talking about in the campaign, 83 percent of the voters identified an issue that they would like to have the candidates discuss.

The issues named by most voters are taxes (12%), education (12%), the economy (11%), and jobs (8%). Other issues are named by 5 percent or fewer voters. Voters who are firm supporters of Zimmer are most likely to name taxes (18%), jobs (7%), how the government is run (7%), the economy (6%), and the budget deficit (6%) as the issues they would like to have the candidates talk about. In comparison, firm Torricelli supporters would like the candidates to discuss education (18%), the economy (13%), jobs (9%), taxes (9%), and Medicare (7%). The issues named by most of the voters who are not yet firmly committed to a candidate are education (13%) taxes (11%), the economy (11%), and jobs (8%).

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BACKGROUND MEMO — RELEASE SL/EP59-3 (EP109-3), FRIDAY, OCTOBER 25, 1996

The latest *Star-Ledger/Eagleton* Poll was conducted between October 10 and 20, 1996, when a random sample of 810 New Jersey registered voters, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about ±3.5 percent at a 95 percent confidence interval.

The survey was conducted in two waves: 403 interviews were conducted October 10-15 (between the first and second Presidential debates) and 407 interviews were conducted between October 17-20 (after the final Presidential debate).

This release of the *Star-Ledger/Eagleton* Poll includes two classifications of registered voters based on their support for a candidate: 1) "Vote Choice - Traditional" refers to the initial preference for a candidate in a particular election. This group classification includes both firm and soft supporters of a candidate and groups of people who lean toward a candidate with undecided voters; 2) "Vote Choice - Firm" refers to how firmly voters support a candidate. A firm voter selects a candidate and says they are very sure about their choice and will not change their mind before the election. A not firm voter either selects a candidate and says they might change their mind or is initially undecided in their vote choice. Only voters who are firm are allocated to a specific candidate while all others are referred to as not firm. A 1993 Eagleton post-election study showed that the "Vote Choice - Traditional" underrepresents the group of voters who might change their minds prior to or even on Election Day.

Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from that population. Sampling error does not take into account other possible sources of error inherent in any study of public opinion. The questions and figures referred to in this release are presented below. The location of each question on the actual questionnaire is in brackets.

Note: The percentages in this release are based on registered voters.

"How would you rate the job Bill Clinton is doing as President -- excelent, good, only fair, or poor?" [Q.3]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	10%	39%	32%	16%	2%	99%	(810)
<i><u>Vote Choice - Traditional</u></i>							
--Dole	--	6	43	50	1	100	(228)
--Undecided	3	29	43	13	13	101	(70)
--Clinton	18	61	19	--	1	99	(441)
--Perot	2	19	67	11	2	101	(57)
<i><u>Vote Choice - Firm</u></i>							
--Firm Dole	1	4	40	54	1	100	(190)
--Not Firm	3	32	50	10	6	101	(199)
--Firm Clinton	21	62	16	--	1	100	(380)
<i><u>Party ID</u></i>							
--Democrat	21	57	18	2	2	100	(282)
--Independent	5	40	38	14	3	100	(286)
--Republican	1	16	40	40	1	98	(208)

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PAST SURVEYS

September, 1996 10 43 32 15 1 101 (627)
 “Generally speaking, would you say things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?” [Q.4]

	<u>Right Direction</u>	<u>Wrong Track</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	45%	47%	8%	100%	(810)

Vote Choice - Traditional

--Dole	12	84	4	100	(228)
--Undecided	27	59	14	100	(70)
--Clinton	70	22	8	100	(441)
--Perot	16	70	14	100	(57)

Vote Choice - Firm

--Firm Dole	9	87	4	100	(190)
--Not Firm	34	55	11	100	(199)
--Firm Clinton	73	20	7	100	(380)

PAST SURVEYS

September, 1996	46	47	7	100	(627)
September, 1992	16	81	3	100	(663)

“In your opinion, what is the main issue Bob Dole is talking about in this campaign? **[DO NOT READ LIST] [SINGLE RESPONSE] [ACCEPT ‘NONE/NO ISSUES’]**” [Q.14]

	<u>Total</u>	<i>VOTE CHOICE FIRM</i>		
		<u>Dole</u>	<u>Not Firm</u>	<u>Clinton</u>
--Taxes	33%	42%	35%	28%
--Trust/Character	9	14	6	8
--Economy	7	10	6	6
--Beating his opponent	5	1	6	6
--How Government is run	3	8	2	1
--Budget deficit	2	4	3	2
--Medicare	2	3	2	2
--Education	1	1	2	1
--Drugs	1	--	2	2
--Healthcare	1	1	--	1
--Abortion	1	1	2	1
--Welfare	1	1	2	1
--Strong families	1	2	1	2
--Crime	--	1	--	--
--Environment	--	--	--	--
--“The Future”	--	--	--	--
--Other issue	2	3	2	3
--Nothing/no issues	7	1	7	11
--Don't know	<u>21</u>	<u>10</u>	<u>25</u>	<u>25</u>
(n)	(810)	(190)	(199)	(380)

“And how important is this issue to you personally -- very important, somewhat important, not too important, or not at all important?” [Q.15]

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Too Important</u>	<u>Not At All Important</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	56%	26%	10%	8%	1%	101%	(578)
<i>Party ID</i>							
--Democrat	51	30	11	8	--	100	(186)
--Independent	52	27	11	10	1	101	(198)
--Republican	67	21	6	5	1	100	(174)
<i>Gender</i>							
--Male	56	25	11	7	1	10	(295)
--Female	56	27	8	8	1	100	(283)
<i>Age</i>							
--18 - 29	42	40	8	10	--	100	(72)
--30 - 49	58	25	10	6	1	100	(255)
--50 - 64	56	27	8	8	2	101	(131)
--65 and older	60	18	13	8	1	100	(109)
<i>Vote Choice - Firm</i>							
--Firm Dole	80	15	4	--	1	100	(170)
--Not Firm	44	37	12	5	2	100	(136)
--Firm Clinton	46	28	11	14	--	99	(244)
<i>Interest In The Election</i>							
--A lot	63	22	8	7	1	101	(360)
--Some/Little	46	34	10	9	1	100	(202)

“In your opinion, what is the main issue Bill Clinton is talking about in this campaign?[DO NOT READ LIST] [SINGLE RESPONSE][ACCEPT‘NONE/NO ISSUES’]” [Q.16]

	<u>Total</u>	<i>VOTE CHOICE FIRM</i>		
		<u>Dole</u>	<u>Not Firm</u>	<u>Clinton</u>
--Economy	15%	13%	11%	18%
--Education	8	2	4	13
--Taxes	6	3	8	5
--Medicare	5	4	4	5
--Welfare	4	3	5	4
--Budget deficit	4	2	5	4
--Jobs	3	1	2	6
--Healthcare	3	1	5	3
--“The Future”	3	2	3	4
--Strong families	3	1	5	4
--Trust/Character	2	4	3	1
--Beating his opponent	2	4	2	1
--Crime	1	1	1	1
--Drugs	1	1	2	1
--How Government is run	1	2	2	1
--Abortion	1	1	1	1
--Environment	--	1	--	1
--Other issue	4	5	4	6
--Nothing/no issues	9	21	8	4
--Don't know	25	32	32	17
(n)	(810)	(190)	(199)	(380)

“And how important is this issue to you personally -- very important, somewhat important, not too important, or not at all important?” [Q.17]

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Too Important</u>	<u>Not At All Important</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	69%	22%	5%	3%	1%	100%	(540)
<u>Party ID</u>							
--Democrat	80	15	3	1	1	100	(225)
--Independent	63	28	5	5	--	101	(191)
--Republican	60	25	10	5	1	101	(105)
<u>Gender</u>							
--Male	69	21	4	5	1	100	(252)
--Female	69	23	5	2	--	99	(288)
<u>Age</u>							
--18 - 29	70	25	3	1	--	99	(71)
--30 - 49	69	21	6	4	--	100	(252)
--50 - 64	67	26	3	3	1	100	(121)
--65 and older	69	21	5	5	1	101	(87)
<u>Vote Choice - Firm</u>							
--Firm Dole	58	22	11	9	1	101	(92)
--Not Firm	55	34	4	6	1	100	(118)
--Firm Clinton	78	19	3	--	--	100	(302)
<u>Interest In The Election</u>							
--A lot	74	19	3	2	1	99	(330)
--Some/Little	61	27	7	5	1	101	(197)

“What issue would you personally like the Presidential candidates to talk about?” [Q.17A]

	<u>Total</u>	<u>Dole</u>	<u>Not Firm</u>	<u>Clinton</u>
--Economy	13%	17%	11%	13%
--Taxes	10	16	7	8
--Education	9	4	7	13
--Jobs	7	3	7	8
--Budget deficit	6	6	8	5
--Healthcare	5	3	6	6
--How Government is run	5	8	4	3
--Welfare	2	1	3	3
--Crime	5	6	5	4
--Medicare	4	4	6	4
--Trust/Character	3	7	4	1
--Abortion	3	5	2	2
--Strong families	2	1	2	2
--Social Security	2	--	4	2
--Drugs	2	3	--	3
--Environment	1	1	1	2
--Foreign Policy	1	1	2	1
--Beating his opponent	--	--	1	--
--Other issue	8	8	8	9
--Nothing/no issues	3	3	3	3
--Don't know	8	5	15	7
(n)	(810)	(190)	(199)	(380)

“Thinking about your family’s financial situation today compared to four years ago, would you say that things have gotten

better, worse, or stayed about the same?" [Q.18]

	<u>Better</u>	<u>Worse</u>	<u>Stayed About The Same</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	28%	21%	49%	1%	99%	(810)
<i><u>Vote Choice - Firm</u></i>						
--Firm Dole	11	36	52	1	100	(190)
--Not Firm	19	26	54	1	100	(199)
--Firm Clinton	44	11	44	2	101	(380)
<i><u>Total Household Income</u></i>						
--Less than \$30,000	20	31	48	2	101	(156)
--\$30,001 - \$50,000	25	21	53	1	100	(178)
--\$50,001 - \$70,000	34	20	45	1	100	(128)
--More than \$70,000	38	17	45	--	100	(225)

"Thinking ahead to four years from now, would your family's financial situation be [better if Bill Clinton were President] or [better if Bob Dole were President], or wouldn't it make much of a difference? [ROTATE CHOICES]" [Q.18A]

	<u>Better With Clinton</u>	<u>Better With Dole</u>	<u>Wouldn't Make Difference</u>	<u>Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	28%	18%	45%	2%	8%	101%	(810)
<i><u>Vote Choice - Firm</u></i>							
--Firm Dole	1	67	26	1	5	100	(190)
--Not Firm	8	7	68	2	16	101	(199)
--Firm Clinton	54	1	38	2	4	99	(380)
<i><u>Total Household Income</u></i>							
--Less than \$30,000	31	15	44	4	6	100	(156)
--\$30,001 - \$50,000	30	19	42	1	8	100	(178)
--\$50,001 - \$70,000	29	16	51	1	3	100	(128)
--More than \$70,000	26	22	46	1	5	100	(225)

"How important is it to you that whoever is elected President is able to bring the country into the 21st century--very important, somewhat important, or not too important?" [Q.19]

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Too Important</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	63%	20%	13%	4%	100%	(810)
<i><u>Party ID</u></i>						
--Democrat	71	16	11	2	100	(282)
--Independent	59	23	14	4	100	(286)
--Republican	56	23	14	6	99	(208)
<i><u>Age</u></i>						
--18 - 29	65	19	14	2	100	(112)
--30 - 49	58	21	17	4	100	(358)
--50 - 64	66	21	9	5	101	(175)
--65 and older	72	18	7	3	100	(147)
<i><u>Vote Choice - Firm</u></i>						
--Firm Dole	58	22	15	5	100	(190)
--Not Firm	61	18	15	6	100	(199)
--Firm Clinton	69	19	10	3	101	(380)

"And which candidate is better able to bring the country into the 21st century, [Clinton] or [Dole]? [ROTATE CHOICES]" [Q.20]

	<u>Clinton</u>	<u>Dole</u>	<u>Neither</u>	<u>Both/ Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	58%	24%	7%	3%	9%	101%	(810)
<i>Party ID</i>							
--Democrat	90	2	2	2	3	99	(282)
--Independent	55	19	12	3	11	100	(286)
--Republican	21	64	7	2	6	100	(208)
<i>Age</i>							
--18 - 29	69	13	12	1	5	100	(112)
--30 - 49	58	24	6	3	9	100	(358)
--50 - 64	56	26	8	2	8	100	(175)
--65 and older	52	33	3	3	9	100	(147)
<i>Vote Choice - Firm</i>							
--Firm Dole	3	85	6	3	4	101	(190)
--Not Firm	46	16	9	5	25	101	(199)
--Firm Clinton	94	1	2	2	2	101	(380)
<i>How Important is This</i>							
--Very	63	24	5	2	7	101	(512)
--Somewhat	60	24	9	2	6	101	(159)
--Not	44	26	12	8	10	100	(105)

“How important is it to you that whoever is elected President can be trusted to carry out the programs he has talked about during the campaign--very important, somewhat important, or not too important?” [Q.21]

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Too Important</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	77%	17%	4%	1%	99%	(810)
<i>Vote Choice - Firm</i>						
--Firm Dole	88	9	1	2	100	(190)
--Not Firm	78	18	4	1	101	(199)
--Firm Clinton	72	22	4	1	99	(380)

“And which candidate can be trusted more to carry out the programs he has talked about during the campaign, [Clinton] or [Dole]? [ROTATE CHOICES]” [Q.22]

	<u>Clinton</u>	<u>Dole</u>	<u>Neither</u>	<u>Both/ Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	45%	33%	11%	2%	8%	99%	(810)
<i>Vote Choice - Firm</i>							
--Firm Dole	2	95	1	1	1	100	(190)
--Not Firm	27	30	19	4	21	101	(199)
--Firm Clinton	77	4	9	4	6	100	(380)

“Which candidate for President would do a better job for children in this country, [Clinton] or [Dole]? [ROTATE CHOICES]” [Q.23A]

	<u>Clinton</u>	<u>Dole</u>	<u>Neither</u>	<u>Both/ Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	64%	23%	2%	3%	8%	100%	(810)
<i>Vote Choice - Firm</i>							
--Firm Dole	8	76	1	5	11	101	(190)
--Not Firm	59	18	3	4	17	101	(199)
--Firm Clinton	95	1	--	1	2	99	(380)
<i>Parental Status</i>							
--Female parents	68	20	2	3	7	100	(144)
--Male Parents	66	21	3	1	8	99	(143)
--Female non-parents	67	23	1	2	6	99	(279)
--Male non-parents	58	25	2	4	11	100	(244)

“And which candidate for President would do a better job for senior citizens in this country, [Clinton] or [Dole]? [ROTATE CHOICES]” [Q.23B]

	<u>Clinton</u>	<u>Dole</u>	<u>Neither</u>	<u>Both/ Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	52%	37%	2%	1%	8%	100%	(810)
<i>Vote Choice - Firm</i>							
--Firm Dole	8	85	--	2	5	100	(190)
--Not Firm	39	41	3	3	16	102	(199)
--Firm Clinton	82	11	1	1	6	101	(380)
<i>Age</i>							
--18 - 29	48	42	2	--	8	100	(112)
--30 - 49	52	37	2	--	9	100	(358)
--50 - 64	52	34	3	2	9	100	(175)
--65 and older	53	37	1	3	6	100	(147)

“In your opinion, what is the main issue Dick Zimmer is talking about in this campaign? [DO NOT READ LIST] [SINGLE RESPONSE] [ACCEPT ‘NONE/NO ISSUES’]” [Q.41]

	<u>Total</u>	<i>VOTE CHOICE FIRM</i>		
		<u>Zimmer</u>	<u>Not Firm</u>	<u>Torricelli</u>
--Beating his opponent	6%	5%	4%	11%
--Taxes	5	11	2	6
--Trust/Character	4	7	3	3
--Megan's Law	2	2	3	1
--Economy	1	3	--	2
--Environment	1	1	--	1
--Medicare	1	1	--	2
--Crime	1	1	1	3
--How Government is run	1	5	1	--
--Strong families	1	2	1	1
--Jobs	--	--	--	1
--Budget deficit	--	1	--	1
--Education	--	--	--	1
--Drugs	--	--	--	--
--Healthcare	--	1	--	--
--Abortion	--	1	--	1
--Welfare	--	--	--	--
--Other issue	2	4	1	3
--Nothing/no issues	6	5	6	7
--Don't know	<u>67</u>	<u>51</u>	<u>77</u>	<u>59</u>
(n)	(810)	(169)	(410)	(190)

“And how important is this issue to you personally -- very important, somewhat important, not too important, or not at all important?” [Q.42]

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Too Important</u>	<u>Not At All Important</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	58%	21%	7%	11%	3%	100%	(217)
<i>Vote Choice - Firm</i>							
--Firm Zimmer	78	16	3	3	--	100	(74)
--Not Firm	41	28	8	17	6	100	(71)
--Firm Torricelli	53	19	13	13	3	101	(64)

“In your opinion, what is the main issue Bob Torricelli is talking about in this campaign?[DO NOT READ LIST] [SINGLE RESPONSE][ACCEPT‘NONE/NO ISSUES’]” [Q.43]

	<u>Total</u>	<u>VOTE CHOICE FIRM</u>		
		<u>Zimmer</u>	<u>Not Firm</u>	<u>Torricelli</u>
--Beating his opponent	4%	7%	3%	3%
--Economy	2	2	1	3
--Taxes	2	2	1	3
--Education	2	2	--	7
--Medicare	2	2	1	4
--Trust/Character	2	3	2	2
--Environment	1	1	--	4
--Crime	1	1	--	2
--Strong families	1	1	1	1
--Budget deficit	--	--	--	--
--Jobs	--	--	--	1
--Drugs	--	1	--	--
--Healthcare	--	--	--	--
--How Government is run	--	1	--	1
--Abortion	--	--	--	1
--Welfare	--	--	--	1
--Megan's Law	--	--	--	--
--Other issue	2	5	1	6
--Nothing/no issues	6	7	6	3
--Don't know	<u>73</u>	<u>66</u>	<u>81</u>	<u>62</u>
(n)	(810)	(169)	(410)	(190)

“And how important is this issue to you personally -- very important, somewhat important, not too important, or not at all important?” [Q.44]

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Too Important</u>	<u>Not At All Important</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1996 Total	61%	20%	9%	8%	1%	99%	(171)
<i>Vote Choice - Firm</i>							
--Firm Zimmer	59	20	11	9	2	101	(46)
--Not Firm	33	35	16	14	2	100	(51)
--Firm Torricelli	85	10	3	1	--	99	(67)

“What issue would you personally like the (Senate) candidates to talk about?” [Q.44a]

	<u>Total</u>	<i>VOTE CHOICE FIRM</i>		
		<u>Zimmer</u>	<u>Not Firm</u>	<u>Torricelli</u>
--Taxes	12%	18%	11%	9%
--Education	12	5	13	18
--Economy	11	6	11	13
--Jobs	8	7	8	9
--Crime	4	3	5	4
--Budget deficit	3	6	2	2
--Environment	3	4	2	4
--Medicare	3	3	1	7
--How Government is run	3	7	3	1
--New Jersey issues	3	1	4	2
--Strong families	2	2	1	2
--Drugs	2	1	3	1
--Healthcare	2	1	2	4
--Welfare	2	2	2	2
--Trust/Character	1	3	1	--
--Abortion	1	4	--	--
--Immigration	1	1	1	1
--Social Security	1	1	1	1
--Beating his opponent	--	--	--	--
--Other issue	5	8	3	9
--Nothing/no issues	3	4	2	3
--Don't know	<u>17</u>	<u>13</u>	<u>22</u>	<u>11</u>
(n)	(810)	(169)	(410)	(190)