

The Star-Ledger/Eagleton-Rutgers Poll

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RELEASE INFORMATION

A story based on the survey findings presented in this release and background memo will appear in Sunday's *Star-Ledger*. Other newspapers may also use this information in their Sunday editions. Electronic media may release after 5:00 P.M. Saturday, October 24, 1992. We ask users to properly attribute this copyrighted information to "The Star-Ledger/Eagleton Poll."

THE PRESIDENTIAL RACE IN NEW JERSEY:

CLINTON LEADS BUT PEROT GAINS

**ALL OF THE PERCENTAGES IN THIS RELEASE ARE BASED ON "LIKELY VOTERS"
— NEW JERSEY RESIDENTS WHO REPORT THEY ARE CURRENTLY REGISTERED TO
VOTE AND SAY THAT THEY ARE PROBABLY OR DEFINITELY GOING TO VOTE.**

With the election about a week away, New Jersey residents who are the most likely to vote give Democrat Bill Clinton a 13 point lead over Republican incumbent George Bush — 44 to 31 percent — 17 percent plan to vote for Ross Perot. For Perot this is an increase of 6 points from the 11 percent he had in the state prior to officially re-entering the race.

Clinton and Perot benefitted more than Bush from the presidential debates. About half say their impression of Perot improved and about 4-in-10 voters say they have a more favorable impression of Clinton because of the debates compared to about 1-in-10 who increased their positive image of the President. In addition, almost half (45%) of the voters feel the Arkansas Governor did better in the debate than either of the other candidates.

The latest *Star-Ledger*/Eagleton Poll was conducted by telephone with a random sample of 801 likely voters in two waves. Four hundred and one likely voters were interviewed after the second presidential debate from October 16 - 18 and 400 were

ATTENTION RADIO STATIONS:

Audio is available after 5:00 P.M. on Saturday, October 24, 1992, from (908)932-3605 (Rutgers Feature Phone).

interviewed between October 20 - 22, 1992 after the last debate. The results of the poll suggest that the voters' final choice for President on November 3 may be different than their current selection — about 3-in-10 voters say they might change their mind before election day.

VOTE CHOICE

In New Jersey, the Democratic challenger Bill Clinton currently gets 44 percent of the votes compared to 31 percent who prefer President George Bush, and 17 percent who pick Perot. Eight percent report that they have not yet decided who they will vote for. The re-entry of Ross Perot in the presidential race has changed the dynamics of the election since the poll taken in September. At that time, Clinton received 46 percent of the support from likely voters, Bush had 38 percent and Perot, who was not actively campaigning, had 11 percent.

"Bill Clinton's overall lead in New Jersey camouflages the closeness of the race among different economic and demographic groups," commented Janice Ballou, Director of the Poll. "Clinton's strongest base of support is among traditional Democratic voters. The critical task for the current frontrunner is winning the support of the voters who are flirting with Ross Perot."

From a partisan perspective, while 86 percent of the Democrats support Clinton, 76 percent of the Republicans choose Bush. Clinton leads among independent voters with 38 percent compared to 27 percent who pick Perot and 24 percent Bush.

The race among the two major candidates is closest among white voters. There is only a 2 point difference between Clinton (37%) and Bush (35%) while Perot receives 18 percent. In comparison, non-white voters strongly support Clinton (73%) with few saying they will vote for Bush (12%) or Perot (12%).

The economic concerns that have dominated this campaign are also reflected in the voting preferences of state voters in various income groups. While Clinton has a 52 point lead over Bush among those whose total family incomes are less than \$20,000 (Clinton 64%/Bush 12%/Perot 10%), his advantage over Bush declines as family incomes increase. Among those with family incomes of

\$20,000 to \$30,000 there is a 30 point difference (Clinton 53%/Bush 23%/Perot 19%); 8 points among those who have family incomes between \$30,000 and \$50,000 (Clinton 39%/Bush 31%/Perot 18%), and 4 points among those with over \$50,000 in family income (Clinton 41%/Bush 37%/Perot 18%).

At this time, males are more likely to vote for Clinton (39%) than Bush (29%) or Perot (23%). Women are also more likely to say they will vote for Clinton (48%) than Bush (32%), but fewer women than men support Perot (10%).

Clinton has a 17 point advantage among middle-age voters (30 - 49 years old — 46% Clinton; 29% Bush) while it is 11 points in the group that is 50 years old or older (44% Clinton; 33% Bush) and 6 points among those who are 18 - 29 (Clinton 38%; Bush 32%). In addition, younger (18 - 29 years old) state residents are more likely to say they will vote for Perot (23%) than those who are 30-49 years old (18%) or those 50 years old or older (13%).

THE DEBATES

Most New Jersey voters (93%) watched at least one of the presidential debates. Overall, about half (45%) of the voters feel that Bill Clinton got the best of the debates (a lot 26%; a little 19%) with Ross Perot taking second with 24 percent (a lot 12%; a little 12%); and George Bush finishing third with 10 percent (a lot 3%; a little 7%).

Among those who saw the debates, Bill Clinton and Ross Perot enhanced their favorable impressions while impressions of George Bush declined. Forty-eight percent of those who saw the debates say their impressions of Ross Perot became more favorable, 43 percent say the same about Bill Clinton, while only 13 percent say their impressions of Bush improved. In comparison, 33 percent say they had less favorable impressions of Bush after the debates compared to 21 percent for Clinton, and 15 percent for Perot.

Janice Ballou, Director of the Poll commented, "The Perot factor increases the uncertainty of which candidate will wind up with New Jersey's electoral votes. His performances in the debates have increased his credibility as a candidate. Now if he can convince the voters of his electability, it is possible he will continue to build support in the state."

THE PEROT FACTOR

At this time, Ross Perot is getting his strongest support from independent voters, younger voters who are 18 - 29 years old, and males. Specifically, males who identify themselves as independents are the strongest Perot supporters with 31 percent saying they would vote for the challenger, 19 percent of male Republicans choose Perot, and 11 percent of the male Democrats pick Perot. In comparison, among females who identify themselves as independents 21 percent say they will vote for Perot, while 4 percent of the Republican women and 3 percent of the Democratic women support the independent candidate.

In addition, Perot is the candidate who has gotten the most momentum from the debates. Interviews conducted with 401 voters before the last debate had Perot at 15 percent, Clinton at 45 percent, and Bush at 31 percent. Following the final presidential debate, another sample of 400 voters were interviewed and Perot's support increased by 4 percentage points to 19 percent while Clinton declined 3 percentage points to 42 percent and Bush maintained 31 percent of the vote.

Most New Jersey voters do not feel a Perot vote is meaningless. Six-in-ten New Jersey voters say that a vote for Perot sends a message that the political system needs to change compared to 30 percent who feel it is "throwing your vote away because he does not have a chance to win." Among those who currently support Perot, 91 percent say the vote for him is "sending a message."

THE POTENTIAL FOR CHANGE

Although 92 percent of New Jersey voters name a candidate that they would vote for if the election were held today, the election is still a week away and there is potential for change. While about 7-in-10 voters say they are sure about their choice, 28 percent might change their mind before election day. Voters were also given an opportunity to report who they might vote for other than the candidate they had originally selected. Thirteen percent who do not currently support Clinton say they might vote for him; 15 percent who do not currently pick Bush say they might select the President; and 21 percent who do not currently support the independent candidate say they might vote for Perot.

IMPRESSIONS OF THE CANDIDATES

More voters have a favorable impression of Democratic contender Bill Clinton (54%) than they do of Ross Perot (49%) or the incumbent George Bush (42%). Comparing the three Vice-Presidential candidates, Clinton's running mate Al Gore receives favorable ratings from 57 percent of the state's registered voters while Dan Quayle gets 34 percent and James Stockdale is at 18 percent. Stockdale is the least well known of all the candidates with 38 percent saying they don't know how to rate him or have no opinion of the candidate.

CAMPAIGN INFORMATION

Most voters say they have learned a great deal about the candidates and the election issues from TV news programs (52%), the debates (42%), and newspaper articles (42%). In addition, 21 percent have learned a great deal from news magazines, 20 percent other people that they talk to, 19 percent TV talk shows, 18 percent from the radio, 10 percent from TV political advertisements, and 5 percent from campaign information received in the mail.

More voters have seen Clinton (90%) and Bush (90%) commercials than Perot's (77%). Overall, 6-in-10 voters who saw these commercials say that they made no difference in their likelihood of voting for the candidate. The Clinton and Perot advertisements were more likely than the Bush commercials to have a positive influence on voters. Among those who saw the Clinton advertisements 26 percent say they made them more likely to vote for him compared to 15 percent who said less likely; 32 percent who saw the Perot advertisements say they made them more likely to vote for the independent candidate compared to 9 percent who said less likely. In contrast, 9 percent of those who saw the Bush advertisements say they made them more likely to vote for him while 30 percent say less likely.

Perot's half hour TV presentations, known as "infomercials" or "Perot-grams," were seen by 58 percent of New Jersey voters.

VOTER ATTITUDES TOWARD THE ELECTION

The level of voter interest in this election continues to increase. Overall, 77 percent of likely voters say they have a lot of interest in this election compared to 17 percent who have some interest and 6 percent who have little or none. This is 10 points more than in September, when 67 percent said they had a lot of interest.

In addition, 73 percent say the outcome of the election will make a great deal (37%) or some (37%) difference in the way government is run while 18 percent say it will not make very much of a difference and 8 percent do not have an opinion about what will happen as a result of the election.

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BACKGROUND MEMO — RELEASE SL/EP40-1 (EP90-1), SUNDAY, OCTOBER 25, 1992

The latest *Star-Ledger*/Eagleton Poll was conducted in two waves. Wave 1 was conducted with 401 likely voters between October 16 and 18, 1992; Wave 2 was conducted with 400 likely voters between October 20 and 22, 1992. New Jerseyans, 18 years and older, who reported being registered and say they would "definitely" or "probably" vote in November's election were interviewed by telephone. The figures in this release are based on the sample size of 801 likely voters and are subject to a sampling error of about ± 3.5 percent, results from the individual samples of 400 have a sampling error of about ± 5 percentage points. 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.

"How much interest do you have in this election--a lot, some a little or none at all?" [Q.4]

	<u>A Lot</u>	<u>Some</u>	<u>Little/ None</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992						
--Likely Voters	77%	17%	6%	--	100%	(801)
<u>PAST SURVEYS</u>						
September, 1992						
--Likely Voters	67	23	8	2	100	(650)
--Registered Voters	64	22	13	1	100	(663)
November, 1988*						
--Likely Voters	65	27	7	1	100	(963)
September, 1988	48	33	18	1	100	(505)
October, 1984*						
--Likely Voters	76	20	3	1	100	(850)
August, 1984	59	25	14	2	100	(638)
September, 1980	55	28	18	--	101	(971)

"In your opinion, how much of a difference will the outcome of this election make in the way the government is run for the next few years--a great deal of difference, some difference, or not very much difference?" [Q.5]

	<u>Great Deal</u>	<u>Some</u>	<u>Not Very Much</u>	<u>Depends/ No Opinion</u>	<u>Total</u>	<u>(n)</u>
October, 1992						
--Likely Voters	37%	37%	18%	8%	100%	(801)
<u>PAST SURVEYS</u>						
September, 1992						
--Likely Voters	35	36	23	6	100	(650)
--Registered Voters	34	34	25	7	100	(663)
September, 1988	28	40	24	8	100	(367)
August, 1984	34	32	22	12	100	(318)
September, 1980	34	30	30	6	100	(971)

*In November, 1988 and October, 1984 the following question was asked: "How much interest do you have in this Presidential election--a lot, some, a little, or none at all?"

"I'd like to get your general impression of the presidential candidates. For each name I read, please tell me if your general impression of him is favorable or unfavorable. If you don't have an opinion on a candidate, just say so.

First, is your general impression of (START AT DESIGNATED POINT) favorable or unfavorable? [PROBE: Would that be very or somewhat (favorable/unfavorable)?]" [Q.6]

	<u>Very Favorable</u>	<u>Somewhat Favorable</u>	<u>Somewhat Unfavorable</u>	<u>Very Unfavorable</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<u>BUSH</u>							
October, 1992							
--Likely Voters	17%	25%	19%	32%	7%	100%	(801)

PAST SURVEYS

September, 1992							
--Likely Voters	18	28	20	30	4	100	(650)
--Registered Voters	18	26	20	30	6	100	(663)
April, 1992							
--Registered Voters	23	33	18	24	3	101	(623)
September, 1988							
--Likely Voters	18	32	19	19	13	101	(505)

CLINTON

October, 1992							
--Likely Voters	24	30	17	24	6	101	(801)

PAST SURVEYS

September, 1992							
--Likely Voters	21	34	20	17	8	100	(650)
--Registered Voters	22	32	19	17	9	99	(663)
April, 1992							
--Registered Voters	12	21	25	33	9	100	(623)
September, 1988							
--Likely Voters (Dukakis)	19	39	7	7	28	100	(611)

PEROT

October, 1992							
--Likely Voters	16	33	19	17	15	100	(800)

GORE

October, 1992							
--Likely Voters	27	30	13	16	15	101	(801)

PAST SURVEYS

September, 1992							
--Likely Voters	25	32	13	8	22	100	(650)
--Registered Voters	24	29	13	10	24	100	(663)

(Q.6 continued)

	<u>Very Favorable</u>	<u>Somewhat Favorable</u>	<u>Somewhat Unfavorable</u>	<u>Very Unfavorable</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<u>QUAYLE</u>							
October, 1992							
--Likely Voters	10%	24%	22%	35%	11%	102%	(801)

PAST SURVEYS

September, 1992							
--Likely Voters	10	26	23	32	9	100	(650)
--Registered Voters	10	25	24	31	9	99	(663)

STOCKDALE

October, 1992							
--Likely Voters	4	14	20	24	38	100	(801)

"If the election for President were held today and you had to choose between Bill Clinton, the Democrat; George Bush, the Republican; and Ross Perot, the independent, who would you vote for? (IF RESPONDENT SAYS "OTHER," PROBE: 'But, if you had to choose only between Clinton, Bush, and Perot who would you vote for?)" [Q.7]

	<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	<u>Undecided</u>	<u>Total</u>	<u>(n)</u>
October, 1992						
--Likely Voters-Total	44%	31%	17%	8%	100%	(801)
WAVE 1	45	31	15	9	100	(401)
WAVE 2	42	31	19	6	98	(400)

Party ID

--Democrat	86	6	6	2	100	(243)
--Independent	38	24	27	11	100	(316)
--Republican	6	76	13	5	100	(211)

Age

--18 - 29	38	32	23	7	100	(131)
--30 - 49	46	29	18	7	100	(320)
--50 and older	44	33	13	11 *	101	(339)

Race

--white	37	35	18	9	99	(665)
--non-white	73	12	12	3	100	(123)

Gender

--male	39	30	23	7	99	(400)
--female	48	32	10	8	98	(401)

Male

--Democrat	86	2	11	2	101	(95)
--Independent	38	20	31	11	100	(178)

--Republican	6	71	19	3	99	(115)
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(*Includes 2% or less who vote for "other" candidates.)

(Q.7 continued)

	<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	<u>Undecided</u>	<u>Total</u>	<u>(n)</u>
<i>Female</i>						
--Democrat	87%	8%	3%	2%	100%	(148)
--Independent	37	29	21	12	99	(138)
--Republican	7	83	4	6	100	(96)
<i>Income</i>						
--Under \$20,000	64	12	10	14	100	(100)
--\$20,001 - \$30,000	53	23	19	3	98	(103)
--\$30,001 - \$50,000	39	31	18	12	100	(200)
--Over \$50,000	41	37	18	5	101	(318)
<i>Likelihood of Voting</i>						
--Definitely Vote	43	32	17	7	99	(720)
--Probably Vote	50	25	16	9	100	(81)
<i>Satisfaction With Candidates</i>						
--Satisfied	55	27	14	4	100	(361)
--Not Satisfied	33	35	21	12	101	(425)
<i>1988 Vote</i>						
Bush	24	48	19	9	100	(453)
Dukakis	81	5	10	5	101	(226)
<i>1984 Vote</i>						
Reagan	25	47	19	8	99	(447)
Mondale	85	2	8	6	101	(197)
PAST SURVEYS						
September, 1992*						
--Likely Voters	46	38	11	6	101	(650)
--Registered Voters	52	39	7	2	100	(663)
April, 1992	34	55	8	4	101	(623)

If undecided: "Do you lean more towards Clinton, more towards Bush, or more towards Perot?" [Q.9]

	<u>Leans Clinton</u>	<u>Leans Bush</u>	<u>Leans Perot</u>	<u>Neither</u>	<u>Total</u>	<u>(n)</u>
October, 1992						
--Likely Voters	31%	25%	12%	32%	100%	(62)

*In September the question was introduced with the following wording: "Even though Ross Perot stopped campaigning for president, his name will be on the ballot and you can vote for him."

"Are you very sure about your choice or do you think you might change your mind before election day?" [Q.8A]

	<u>Sure About Choice</u>	<u>Might Change Mind/ Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992				
--Likely Voters	72%	28%	100%	(736)
<u>Vote Choice</u>				
--Clinton	76	24	100	(354)
--Bush	78	22	100	(252)
--Perot	52	48	100	(130)
<u>Party ID</u>				
--Democrat	78	22	100	(238)
--Independent	66	34	100	(282)
--Republican	74	26	100	(200)

Combined Q.7, Q.8a, Q.9

	<u>Firm Clinton</u>	<u>Soft Clinton</u>	<u>Lean Clinton</u>	<u>Firm Bush</u>	<u>Soft Bush</u>	<u>Lean Bush</u>	<u>Firm Perot</u>	<u>Soft Perot</u>	<u>Lean Perot</u>	<u>Undecided</u>	<u>Total</u>	<u>(n)</u>
October, 1992												
--Likely Voters	33%	11%	2%	24%	7%	2%	9%	8%	1%	2%	99%	(797)

"When did you decide who you would vote for--in the last few days, in the last couple weeks, in the last month or two, or did you know all along?" [Q.8b]

	<u>Last Few Days</u>	<u>Last Couple Weeks</u>	<u>Last Month or Two</u>	<u>Knew All Along</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992							
--Likely Voters	13%	19%	28%	37%	2%	99%	(735)
<u>Vote Choice</u>							
--Clinton	12	15	36	35	2	100	(354)
--Bush	6	15	23	55	1	100	(251)
--Perot	31	38	17	10	4	100	(130)

"Would you say you are voting more for (CANDIDATE NAMED IN Q.7 OR Q.9) or more against the other candidates?" [Q.10A]

	<u>More For</u>	<u>More Against</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992					
--Likely Voters	50%	44%	5%	99%	(772)
<u>Vote Choice</u>					
--Clinton	50	45	5	100	(353)
--Bush	52	44	4	99	(250)
--Perot	51	42	6	99	(129)
<u>Party ID</u>					
--Democrat	55	40	5	100	(241)
--Independent	45	51	4	100	(306)
--Republican	53	43	4	100	(204)

"Is there any chance you might vote for (NAME OF EACH CANDIDATE NOT SELECTED AS VOTE CHOICE), or have you decided that you will definitely not vote for him no matter what else happens in the campaign?" [Q.10B-Q.10D]

	<u>Is A Chance I</u>	<u>Definitely Will</u>	<u>Don't</u>		
	<u>I Might Vote For Him</u>	<u>Not Vote For Him</u>	<u>Know</u>	<u>Total</u>	<u>(n)</u>
Bush	23%	74%	3%	100%	(509)
Clinton	25	71	4	100	(406)
Perot	26	71	3	100	(638)

Combination of Q.7, Q.9, and Q.10B - Q.10D.

	<u>Bush</u>	<u>Bush</u>	<u>Bush</u>	<u>Bush</u>	<u>Bush</u>	<u>Don't</u>		
	<u>Firm</u>	<u>Might Change</u>	<u>Lean</u>	<u>Might Vote</u>	<u>Definitely Not Vote</u>	<u>Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992								
--Likely Voters	24%	7%	2%	15%	48%	5%	101%	(801)
<u>Vote Choice</u>								
--Clinton	--	--	--	14	84	2	100	(354)
--Bush	78	22	--	--	--	--	100	(252)
--Perot	--	--	--	40	57	4	101	(130)
--Undecided	--	--	25	23	15	36	99	(61)

	<u>Clinton</u>	<u>Clinton</u>	<u>Clinton</u>	<u>Clinton</u>	<u>Clinton</u>	<u>Don't</u>		
	<u>Firm</u>	<u>Might Change</u>	<u>Lean</u>	<u>Might Vote</u>	<u>Definitely Not Vote</u>	<u>Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992								
--Likely Voters	33%	11%	2%	13%	36%	5%	100%	(801)
<u>Vote Choice</u>								
--Clinton	76	24	--	--	--	--	100	(354)
--Bush	--	--	--	16	81	3	100	(252)
--Perot	--	--	--	38	60	2	100	(130)
--Undecided	--	--	31	16	13	39	99	(61)

	<u>Perot</u>	<u>Perot</u>	<u>Perot</u>	<u>Perot</u>	<u>Perot</u>	<u>Don't</u>		
	<u>Firm</u>	<u>Might Change</u>	<u>Lean</u>	<u>Might Vote</u>	<u>Definitely Not Vote</u>	<u>Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992								
--Likely Voters	9%	8%	1%	21%	56%	5%	100%	(801)
<u>Vote Choice</u>								
--Clinton	--	--	--	29	68	3	100	(354)
--Bush	--	--	--	21	77	2	100	(252)
--Perot	52	48	--	--	--	--	100	(130)
--Undecided	--	--	13	20	31	36	100	(61)

"Regardless of who you plan to vote for, which of these two statements best describes your opinion?" [Q.11]

	Voting for Perot is throwing away your vote because he doesn't have <u>a chance to win.</u>	Voting for Perot sends a message that the political system <u>needs to change.</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992						
--Likely Voters	30%	60%	5%	6%	101%	(800)
<i><u>Vote Choice</u></i>						
--Clinton	35	57	4	4	100	(353)
--Bush	41	44	6	9	100	(252)
--Perot	1	91	5	3	100	(130)
<i><u>Party ID</u></i>						
--Democrat	34	57	5	4	100	(242)
--Independent	24	69	3	4	100	(316)
--Republican	35	49	8	8	100	(211)

"Overall, how satisfied are you with the current field of candidates running for president this year--very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?" [Q.12]

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992							
--Likely Voters	7%	39%	36%	17%	2%	101%	(801)
<i><u>Vote Choice</u></i>							
--Clinton	9	49	29	12	2	101	(354)
--Bush	6	33	41	18	2	100	(252)
--Perot	5	31	41	23	--	100	(130)
<u>PAST SURVEYS</u>							
September, 1992							
--Likely Voters	8	40	36	15	1	100	(650)
--Registered Voters	10	41	33	16	1	101	(663)
April, 1992							
--Registered Voters	4	23	42	30	1	100	(624)

"People can get information about the candidates and issues from many different sources. I'm going to read you a list of these sources. If you haven't used any, just say so. During this presidential election, have you learned a great deal, some, not much or nothing at all from (READ ITEM)?" [Q.21]

	<u>Great Deal</u>	<u>Some</u>	<u>Not Much</u>	<u>Nothing At All</u>	<u>Did Not Use Source</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
TV news programs	52%	35%	10%	2%	1%	--	100%	(401)
Debates	42	37	11	7	1	1%	99	(800)
Newspaper articles	42	42	8	4	3	1	100	(401)
News magazines	21	34	15	16	12	1	99	(400)
People you talk to TV talk shows such as Larry King, Phil Donahue, or Good Morning America	20	42	23	14	1	1	101	(400)
Morning America	19	28	15	21	16	1	100	(400)
Radio	18	36	20	16	10	1	101	(401)
TV political advertisements	10	34	21	27	7	1	100	(400)
Campaign information you received in the mail	5	19	19	35	21	1	100	(401)

"Did you watch any of Ross Perot's television programs that he used to describe the budget deficit and his plans for what he would do if he was elected?" [Q.22]

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992					
--Likely Voters	58%	42%	--	100%	(801)
<u>Vote Choice</u>					
--Clinton	52	48	--	100	(354)
--Bush	54	46	--	100	(252)
--Perot	79	21	--	100	(130)
--Undecided	59	41	--	100	(61)

"Have you seen any of the (READ CANDIDATE'S NAME) campaign ads on TV?" [Q.23A]

"FOR EACH 'YES': Has what you've seen or heard in the advertisements made you more likely to support him, less likely, or have they made no difference?" [Q.23B]

	<u>SEEN ADS</u>					<u>CHANGE IN SUPPORT</u>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>	<u>More Likely</u>	<u>Less Likely</u>	<u>No Difference</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
Clinton	90%	10%	1%	101%	(800)	26%	15%	57%	2%	100%	(714)
Bush	90	9	1	100	(800)	9	30	58	3	100	(717)
Perot	77	22	1	100	(796)	32	9	57	2	100	(615)

"How many of the Presidential debates between Bush, Clinton and Perot did you watch on TV or hear on the radio, or didn't you have a chance to watch or hear any?" [Q.24]

	<u>None</u>	<u>One</u>	<u>Two</u>	<u>Three</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992							
--Likely Voters-Total	6%	14%	47%	31%	1%	99%	(801)
WAVE 1	6	20	66	5	2	99	(401)
WAVE 2	6	8	27	57	1	99	(400)
<i>Vote Choice</i>							
--Clinton	6	14	49	29	2	100	(354)
--Bush	7	16	45	32	1	101	(252)
--Perot	6	10	47	37	--	100	(130)

ASKED OF THOSE WHO SAW THE DEBATES:

"Have you seen or read any news stories about the debates?" [Q.25]

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992					
--Likely Voters	74%	26%	--	100%	(740)

ASKED OF THOSE WHO DID NOT SEE THE DEBATES:

"Have you seen or read any news stories about the debates?" [Q.26]

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992					
--Likely Voters	54%	43%	3%	100%	(61)

ASKED OF THOSE WHO SAW, HEARD OR READ ABOUT THE DEBATES:

"Overall, who do you think actually got the best of the debates--Bush, Clinton, or Perot? (IF CHOICE MADE, PROBE: By a lot or just a little?)" [Q.27]

	<u>Bush</u>		<u>Clinton</u>		<u>Perot</u>		<u>Nobody</u>	<u>Combination</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
	<u>A Lot</u>	<u>A Little</u>	<u>A Lot</u>	<u>A Little</u>	<u>A Lot</u>	<u>A Little</u>					
October, 1992											
--Likely Voters	3%	7%	26%	19%	12%	12%	9%	8%	3%	99%	(774)
<i>Vote Choice</i>											
--Clinton	--	1	46	27	5	6	3	8	2	98	(343)
--Bush	9	20	8	13	10	10	16	11	4	101	(240)
--Perot	2	2	11	12	34	32	2	3	2	100	(128)
--Undecided	2	3	13	21	6	12	26	7	10	100	(59)

"Based on what you saw or heard about the debates, did your overall impression of (NAME OF CANDIDATE) become more favorable, less favorable, or didn't your view of him change?" [Q.28-Q.30]

	<u>More Favorable</u>	<u>Less Favorable</u>	<u>Didn't Change</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<u>BUSH</u>						
October, 1992						
--Likely Voters	13%	33%	54%	1%	101%	(774)
<i>Vote Choice</i>						
--Clinton	4	51	43	1	99	(343)
--Bush	29	6	64	1	100	(240)
--Perot	8	39	53	--	100	(128)
--Undecided	7	27	65	1	100	(59)
<u>CLINTON</u>						
October, 1992						
--Likely Voters	43%	21%	36%	1%	101%	(774)
<i>Vote Choice</i>						
--Clinton	71	2	27	1	101	(343)
--Bush	13	43	43	1	100	(240)
--Perot	25	31	44	--	100	(128)
--Undecided	40	20	40	--	100	(59)
<u>PEROT</u>						
October, 1992						
--Likely Voters	48%	15%	36%	1%	100%	(774)
<i>Vote Choice</i>						
--Clinton	41	18	39	1	99	(343)
--Bush	38	19	43	--	100	(240)
--Perot	85	--	14	--	99	(128)
--Undecided	48	16	34	3	101	(59)

"Have you ever changed your mind or made up your mind about who you would vote for while you were in the voting booth or do you always decide who to vote for before election day?" [Q.36]

	<u>Have changed mind in voting booth</u>	<u>Have made up mind in voting booth</u>	<u>Have changed and made up mind in voting booth</u>	<u>Always make up mind before</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October, 1992							
--Likely Voters	7%	5%	2%	84%	2%	100%	(801)
<i>Vote Choice</i>							
--Clinton	7	3	2	86	2	100	(354)
--Bush	6	5	1	86	2	100	(252)
--Perot	5	8	5	78	5	101	(130)
--Undecided	11	16	2	71	--	100	(61)