

**TALK RADIO SURVEY  
NATIONAL SAMPLE, WAVE 3  
--TOPLINE RESULTS--**

**WAVE I -** Interviewing conducted between February 21 and March 5, 1996  
1,666 respondents interviewed, of whom 1,623 were eligible for reinterview.  
Lim n = 213 Regular listener to only Rush Limbaugh (2 or more days per week)  
Other n = 422 Regular listener to a host other than Limbaugh (2 or more days per week)  
Non n = 988 Does not regularly listen to political talk radio

**WAVE II -** Interviewing conducted between March 13 and March 24, 1996  
1,087 respondents were successfully reinterviewed.  
Lim n = 158 Limbaugh listeners  
Other n = 295 Other listeners  
Non n = 634 Non-listeners

**WAVE III-** Interviewing conducted between April 25 and May 7, 1996  
885 Respondents were successfully reinterviewed  
Lim n = 121 Limbaugh listeners  
Other n = 237 Other listeners  
Non n = 527 Non-listeners

You might remember that we spoke a few weeks ago. We are very appreciative of your cooperation. The opinions you gave us were very helpful. We would like to ask you some follow up questions. As a token of our appreciation for completing THIS interview we would like to offer you a FREE long distance calling card. At the end of this interview we will mail you calling card for MCI worth 40 minutes of domestic long distance time FREE OF CHARGE. The survey will only take about 10 minutes of your time.

1. In your opinion, what is the most important problem facing the country today? (**PROBE ONLY FOR CLARITY AND SPECIFICITY.** [EG: What do you mean by that? Can you be more specific?])

|   | <u>WAVE III</u> |              |            | <u>WAVE II</u> |              |            | <u>WAVE I</u> |              |            |
|---|-----------------|--------------|------------|----------------|--------------|------------|---------------|--------------|------------|
|   | <u>Lim</u>      | <u>Other</u> | <u>Non</u> | <u>Lim</u>     | <u>Other</u> | <u>Non</u> | <u>Lim</u>    | <u>Other</u> | <u>Non</u> |
| Crime/Gangs/Justice System                | 13              | 21           | 20         | 13             | 16           | 20         | 14            | 16           | 15         |
| Morality/Ethics/Family Values             | 20              | 13           | 10         | 17             | 9            | 9          | 21            | 13           | 11         |
| Unemployment/Loss of Jobs                 | 9               | 12           | 12         | 13             | 11           | 16         | 11            | 11           | 12         |
| Deficit/National debt/<br>Balanced Budget | 25              | 13           | 11         | 21             | 16           | 13         | 16            | 10           | 10         |

*Continued...*

## 1. Continued...

|  | <u>WAVE III</u> |              |            | <u>WAVE II</u> |              |            | <u>WAVE I</u> |              |            |
|--|-----------------|--------------|------------|----------------|--------------|------------|---------------|--------------|------------|
|  | <u>Lim</u>      | <u>Other</u> | <u>Non</u> | <u>Lim</u>     | <u>Other</u> | <u>Non</u> | <u>Lim</u>    | <u>Other</u> | <u>Non</u> |
| Dissatisfaction with Government/Politics | 13              | 5            | 7          | 10             | 7            | 5          | 16            | 10           | 8          |
| Economy (general)                        | 9               | 10           | 6          | 11             | 9            | 7          | 9             | 10           | 7          |
| Drugs                                    | 6               | 6            | 8          | 6              | 5            | 8          | 5             | 6            | 6          |
| Poverty/Hunger/Homeless                  | 1               | 3            | 5          | 5              | 6            | 8          | 2             | 4            | 7          |
| Health Care (cost/access)                | 2               | 3            | 5          | 1              | 2            | 4          | 2             | 4            | 4          |
| Racism/Race Relations                    | 3               | 5            | 3          | 2              | 7            | 3          | 3             | 6            | 4          |
| Welfare/Welfare Reform                   | 6               | 3            | 5          | 8              | 8            | 7          | 4             | 2            | 4          |
| Education                                | 2               | 5            | 5          | 4              | 7            | 4          | 3             | 7            | 4          |
| Taxes                                    | 5               | 1            | 2          | 5              | 2            | 2          | 5             | 4            | 3          |

2. Do you approve or disapprove of the way Bill Clinton is handling his job as President?  
(IF "DEPENDS" PROBE ONCE WITH: Overall, do you approve of disapprove of the way Clinton is handling his job?)

- 2a. Do you (approve/disapprove) very strongly or not so strongly

|                           | <u>WAVE III</u> |                 |                 | <u>WAVE II</u>  |                 |                 | <u>WAVE I</u>   |                 |                 |
|---------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
|                           | <u>Lim</u>      | <u>Other</u>    | <u>Non</u>      | <u>Lim</u>      | <u>Other</u>    | <u>Non</u>      | <u>Lim</u>      | <u>Other</u>    | <u>Non</u>      |
| <b>Approve (Net)</b>      | <b>13</b>       | <b>62</b>       | <b>65</b>       | <b>14</b>       | <b>57</b>       | <b>63</b>       | <b>18</b>       | <b>56</b>       | <b>59</b>       |
| Very strongly             | 7               | 34              | 31              | 8               | 31              | 31              | 8               | 27              | 29              |
| Not so strongly           | 6               | 28              | 34              | 6               | 26              | 32              | 10              | 29              | 30              |
| <b>Disapprove (Net)</b>   | <b>86</b>       | <b>37</b>       | <b>33</b>       | <b>84</b>       | <b>39</b>       | <b>34</b>       | <b>78</b>       | <b>38</b>       | <b>34</b>       |
| Very strongly             | 72              | 19              | 15              | 67              | 24              | 20              | 63              | 24              | 19              |
| Not so strongly           | 14              | 18              | 18              | 17              | 15              | 14              | 15              | 14              | 15              |
| <b>Don't know/Refused</b> | <b><u>1</u></b> | <b><u>1</u></b> | <b><u>2</u></b> | <b><u>2</u></b> | <b><u>4</u></b> | <b><u>3</u></b> | <b><u>4</u></b> | <b><u>6</u></b> | <b><u>7</u></b> |
|                           | 100             | 100             | 100             | 100             | 100             | 100             | 100             | 100             | 100             |

3. Do you approve or disapprove of the policies and proposals of the Republican leaders in Congress? **(IF "DEPENDS" PROBE ONCE WITH: Overall, do you approve of disapprove of the policies and proposals of the Republican leaders in Congress?)**

- 3a. Do you (approve/disapprove) very strongly or not so strongly?

|                           | <u>WAVE III</u> |                 |                 | <u>WAVE II</u>  |                 |                 | <u>WAVE I</u>   |                  |                  |
|---------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|
|                           | <u>Lim</u>      | <u>Other</u>    | <u>Non</u>      | <u>Lim</u>      | <u>Other</u>    | <u>Non</u>      | <u>Lim</u>      | <u>Other</u>     | <u>Non</u>       |
| <b>Approve (Net)</b>      | <b>83</b>       | <b>35</b>       | <b>35</b>       | <b>77</b>       | <b>35</b>       | <b>36</b>       | <b>73</b>       | <b>34</b>        | <b>32</b>        |
| Very strongly             | 53              | 13              | 9               | 50              | 17              | 14              | 51              | 16               | 13               |
| Not so strongly           | 30              | 22              | 26              | 27              | 18              | 22              | 22              | 18               | 19               |
|                           |                 |                 |                 |                 |                 |                 |                 |                  |                  |
|                           | <u>WAVE III</u> |                 |                 | <u>WAVE II</u>  |                 |                 | <u>WAVE I</u>   |                  |                  |
|                           | <u>Lim</u>      | <u>Other</u>    | <u>Non</u>      | <u>Lim</u>      | <u>Other</u>    | <u>Non</u>      | <u>Lim</u>      | <u>Other</u>     | <u>Non</u>       |
| <b>Disapprove (Net)</b>   | <b>16</b>       | <b>61</b>       | <b>57</b>       | <b>19</b>       | <b>60</b>       | <b>56</b>       | <b>21</b>       | <b>56</b>        | <b>53</b>        |
| Very strongly             | 8               | 37              | 31              | 10              | 36              | 32              | 14              | 36               | 33               |
| Not so strongly           | 8               | 24              | 26              | 9               | 24              | 24              | 7               | 20               | 20               |
|                           |                 |                 |                 |                 |                 |                 |                 |                  |                  |
| <b>Don't know/Refused</b> | <b><u>1</u></b> | <b><u>4</u></b> | <b><u>8</u></b> | <b><u>4</u></b> | <b><u>5</u></b> | <b><u>8</u></b> | <b><u>6</u></b> | <b><u>10</u></b> | <b><u>15</u></b> |
|                           | 100             | 100             | 100             | 100             | 100             | 100             | 100             | 100              | 100              |

4. I'd like some of your views about some people in the news. Some of them may not be familiar to you. If I read a name you don't recognize, please say so. (First), would you say that your overall opinion of **(INSERT ITEM A THRU J. RANDOM START)** is very favorable, mostly favorable, mostly unfavorable or very unfavorable?

|             | <u>Very</u>      | <u>Mostly</u>    | <u>Mostly</u>       | <u>Very</u>         | <u>Never</u>    | <u>Can't</u> |
|-------------|------------------|------------------|---------------------|---------------------|-----------------|--------------|
|             | <u>Favorable</u> | <u>Favorable</u> | <u>Un-favorable</u> | <u>Un-Favorable</u> | <u>Heard of</u> | <u>Rate</u>  |
| a. Bob Dole |                  |                  |                     |                     |                 |              |
| Wave III    |                  |                  |                     |                     |                 |              |
| Lim         | 16               | 70               | 10                  | 4                   | --              | -- =100      |
| Other       | 6                | 42               | 39                  | 13                  | --              | -- =100      |
| Non         | 8                | 40               | 35                  | 12                  | --              | 5 =100       |
| Wave II     |                  |                  |                     |                     |                 |              |
| Lim         | 25               | 53               | 12                  | 6                   | --              | 4 =100       |
| Other       | 10               | 42               | 32                  | 14                  | --              | 2 =100       |
| Non         | 10               | 38               | 32                  | 15                  | 2               | 3 =100       |

*Continued...*

## 4. Continued...

|                         | <u>Very<br/>Favorable</u> | <u>Mostly<br/>Favorable</u> | <u>Mostly<br/>Un-<br/>favorable</u> | <u>Very<br/>Un-<br/>Favorable</u> | <u>Never<br/>Heard of</u> | <u>Can't<br/>Rate</u> |      |
|-------------------------|---------------------------|-----------------------------|-------------------------------------|-----------------------------------|---------------------------|-----------------------|------|
| <b>Wave I</b>           |                           |                             |                                     |                                   |                           |                       |      |
| Lim                     | 18                        | 47                          | 24                                  | 7                                 | --                        | 4                     | =100 |
| Other                   | 11                        | 32                          | 35                                  | 16                                | 1                         | 5                     | =100 |
| Non                     | 8                         | 34                          | 30                                  | 14                                | 3                         | 11                    | =100 |
| <b>b. Bill Clinton</b>  |                           |                             |                                     |                                   |                           |                       |      |
| <b>Wave III</b>         |                           |                             |                                     |                                   |                           |                       |      |
| Lim                     | 5                         | 10                          | 35                                  | 50                                | --                        | --                    | =100 |
| Other                   | 20                        | 44                          | 26                                  | 10                                | --                        | --                    | =100 |
| Non                     | 20                        | 51                          | 21                                  | 8                                 | --                        | --                    | =100 |
| <b>Wave II</b>          |                           |                             |                                     |                                   |                           |                       |      |
| Lim                     | 7                         | 11                          | 28                                  | 53                                | --                        | 1                     | =100 |
| Other                   | 16                        | 44                          | 26                                  | 13                                | --                        | 1                     | =100 |
| Non                     | 17                        | 48                          | 23                                  | 11                                | --                        | 1                     | =100 |
| <b>Wave I</b>           |                           |                             |                                     |                                   |                           |                       |      |
| Lim                     | 6                         | 14                          | 30                                  | 48                                | --                        | 2                     | =100 |
| Other                   | 18                        | 42                          | 21                                  | 16                                | --                        | 3                     | =100 |
| Non                     | 17                        | 47                          | 22                                  | 12                                | --                        | 2                     | =100 |
| <b>c. Newt Gingrich</b> |                           |                             |                                     |                                   |                           |                       |      |
| <b>Wave III</b>         |                           |                             |                                     |                                   |                           |                       |      |
| Lim                     | 27                        | 50                          | 17                                  | 4                                 | --                        | 2                     | =100 |
| Other                   | 4                         | 21                          | 31                                  | 40                                | 2                         | 2                     | =100 |
| Non                     | 3                         | 22                          | 36                                  | 28                                | 6                         | 5                     | =100 |
| <b>Wave II</b>          |                           |                             |                                     |                                   |                           |                       |      |
| Lim                     | 28                        | 46                          | 14                                  | 8                                 | 1                         | 3                     | =100 |
| Other                   | 4                         | 24                          | 33                                  | 34                                | 2                         | 3                     | =100 |
| Non                     | 4                         | 23                          | 32                                  | 29                                | 7                         | 5                     | =100 |
| <b>Wave I</b>           |                           |                             |                                     |                                   |                           |                       |      |
| Lim                     | 28                        | 41                          | 14                                  | 11                                | 1                         | 5                     | =100 |
| Other                   | 5                         | 20                          | 29                                  | 36                                | 5                         | 5                     | =100 |
| Non                     | 5                         | 22                          | 29                                  | 28                                | 7                         | 9                     | =100 |

Continued...

## 4. Continued...

|                           | <u>Very<br/>Favorable</u> | <u>Mostly<br/>Favorable</u> | <u>Mostly<br/>Un-<br/>favorable</u> | <u>Very<br/>Un-<br/>Favorable</u> | <u>Never<br/>Heard of</u> | <u>Can't<br/>Rate</u> |
|---------------------------|---------------------------|-----------------------------|-------------------------------------|-----------------------------------|---------------------------|-----------------------|
| e. Hillary Rodham Clinton |                           |                             |                                     |                                   |                           |                       |
| Wave III                  |                           |                             |                                     |                                   |                           |                       |
| Lim                       | 3                         | 12                          | 29                                  | 54                                | --                        | 2 =100                |
| Other                     | 18                        | 37                          | 28                                  | 15                                | 2                         | -- =100               |
| Non                       | 13                        | 45                          | 27                                  | 13                                | 1                         | 1 =100                |
| Wave II                   |                           |                             |                                     |                                   |                           |                       |
| Lim                       | 6                         | 8                           | 34                                  | 49                                | 1                         | 2 =100                |
| Other                     | 17                        | 38                          | 20                                  | 22                                | --                        | 3 =100                |
| Non                       | 14                        | 41                          | 30                                  | 14                                | --                        | 1 =100                |
| Wave I                    |                           |                             |                                     |                                   |                           |                       |
| Lim                       | 6                         | 11                          | 28                                  | 53                                | --                        | 2 =100                |
| Other                     | 16                        | 38                          | 23                                  | 18                                | --                        | 5 =100                |
| Non                       | 13                        | 35                          | 26                                  | 21                                | --                        | 5 =100                |
| h. Rush Limbaugh          |                           |                             |                                     |                                   |                           |                       |
| Wave III                  |                           |                             |                                     |                                   |                           |                       |
| Lim                       | 40                        | 49                          | 8                                   | 2                                 | --                        | 1 =100                |
| Other                     | 4                         | 17                          | 29                                  | 40                                | 1                         | 9 =100                |
| Non                       | 4                         | 18                          | 32                                  | 33                                | 4                         | 9 =100                |
| Wave II                   |                           |                             |                                     |                                   |                           |                       |
| Lim                       | 34                        | 55                          | 7                                   | 4                                 | --                        | -- =100               |
| Other                     | 6                         | 19                          | 27                                  | 42                                | 2                         | 4 =100                |
| Non                       | 5                         | 20                          | 29                                  | 32                                | 5                         | 9 =100                |
| Wave I                    |                           |                             |                                     |                                   |                           |                       |
| Lim                       | 47                        | 44                          | 5                                   | 4                                 | --                        | -- =100               |
| Other                     | 6                         | 18                          | 24                                  | 39                                | 5                         | 8 =100                |
| Non                       | 6                         | 20                          | 23                                  | 29                                | 5                         | 17 =100               |

Continued...

## 4. Continued...

|   | <u>Very<br/>Favorable</u> | <u>Mostly<br/>Favorable</u> | <u>Mostly<br/>Un-<br/>favorable</u> | <u>Very<br/>Un-<br/>Favorable</u> | <u>Never<br/>Heard of</u> | <u>Can't<br/>Rate</u> |      |
|---|---------------------------|-----------------------------|-------------------------------------|-----------------------------------|---------------------------|-----------------------|------|
| i. Ross Perot   |                           |                             |                                     |                                   |                           |                       |      |
| <b>Wave III</b>                                       |                           |                             |                                     |                                   |                           |                       |      |
| Lim   | 3                         | 19                          | 46                                  | 30                                | 1                         | 1                     | =100 |
| Other   | 4                         | 28                          | 47                                  | 19                                | 1                         | 1                     | =100 |
| Non   | 4                         | 35                          | 39                                  | 18                                | 1                         | 3                     | =100 |
| <b>Wave II</b>  |                           |                             |                                     |                                   |                           |                       |      |
| Lim   | 7                         | 22                          | 49                                  | 19                                | 1                         | 2                     | =100 |
| Other   | 7                         | 31                          | 36                                  | 20                                | 1                         | 5                     | =100 |
| Non   | 6                         | 31                          | 39                                  | 16                                | 2                         | 6                     | =100 |
| k. How about the United Nations                       |                           |                             |                                     |                                   |                           |                       |      |
| <b>Wave III</b>                                       |                           |                             |                                     |                                   |                           |                       |      |
| Lim   | 2                         | 39                          | 33                                  | 26                                | --                        | --                    | =100 |
| Other   | 15                        | 56                          | 17                                  | 9                                 | --                        | 3                     | =100 |
| Non   | 14                        | 57                          | 16                                  | 7                                 | --                        | 6                     | =100 |
| <b>Wave II</b>  |                           |                             |                                     |                                   |                           |                       |      |
| Lim   | 7                         | 36                          | 29                                  | 22                                | 2                         | 4                     | =100 |
| Other   | 13                        | 56                          | 18                                  | 9                                 | 1                         | 3                     | =100 |
| Non   | 12                        | 62                          | 15                                  | 6                                 | 1                         | 4                     | =100 |
| l. The organization called The Christian Coalition    |                           |                             |                                     |                                   |                           |                       |      |
| <b>Wave III</b>                                       |                           |                             |                                     |                                   |                           |                       |      |
| Lim   | 21                        | 37                          | 18                                  | 7                                 | 3                         | 14                    | =100 |
| Other   | 8                         | 27                          | 29                                  | 22                                | 4                         | 10                    | =100 |
| Non   | 6                         | 25                          | 28                                  | 13                                | 9                         | 19                    | =100 |
| <b>Wave II</b>  |                           |                             |                                     |                                   |                           |                       |      |
| Lim   | 17                        | 40                          | 16                                  | 8                                 | 5                         | 14                    | =100 |
| Other   | 5                         | 28                          | 26                                  | 24                                | 7                         | 10                    | =100 |
| Non   | 8                         | 24                          | 22                                  | 12                                | 18                        | 16                    | =100 |
| m. Leaders and chief executives of large corporations |                           |                             |                                     |                                   |                           |                       |      |
| <b>Wave III</b>                                       |                           |                             |                                     |                                   |                           |                       |      |
| Lim   | 7                         | 51                          | 29                                  | 6                                 | --                        | 7                     | =100 |
| Other   | 5                         | 35                          | 39                                  | 10                                | --                        | 11                    | =100 |
| Non   | 2                         | 33                          | 44                                  | 12                                | --                        | 9                     | =100 |

5. Now I'd like you to rate the way President Clinton is handling his job in some specific areas. For each one please just say whether you approve or disapprove. First, do you approve or disapprove of the way Clinton is handling...

|                   | <u>Approve</u> | <u>Disapprove</u> | <u>Don't Know</u> |      |
|-------------------|----------------|-------------------|-------------------|------|
| a. The Economy    |                |                   |                   |      |
| <b>Wave III</b>   |                |                   |                   |      |
| Lim               | 15             | 83                | 2                 | =100 |
| Other             | 63             | 36                | 1                 | =100 |
| Non               | 57             | 41                | 2                 | =100 |
| <b>Wave II</b>    |                |                   |                   |      |
| Lim               | 19             | 79                | 2                 | =100 |
| Other             | 53             | 46                | 1                 | =100 |
| Non               | 56             | 43                | 1                 | =100 |
| <b>Wave I</b>     |                |                   |                   |      |
| Lim               | 18             | 77                | 5                 | =100 |
| Other             | 55             | 41                | 4                 | =100 |
| Non               | 52             | 43                | 5                 | =100 |
| b. Foreign Policy |                |                   |                   |      |
| <b>Wave III</b>   |                |                   |                   |      |
| Lim               | 23             | 75                | 2                 | =100 |
| Other             | 62             | 37                | 1                 | =100 |
| Non               | 62             | 36                | 2                 | =100 |
| <b>Wave II</b>    |                |                   |                   |      |
| Lim               | 23             | 76                | 1                 | =100 |
| Other             | 56             | 42                | 2                 | =100 |
| Non               | 60             | 36                | 4                 | =100 |
| <b>Wave I</b>     |                |                   |                   |      |
| Lim               | 25             | 74                | 1                 | =100 |
| Other             | 55             | 40                | 5                 | =100 |
| Non               | 53             | 40                | 7                 | =100 |

*Continued...*

## 5. Continued...

|                               | <u>Approve</u> | <u>Disapprove</u> | <u>Don't Know</u> |      |
|-------------------------------|----------------|-------------------|-------------------|------|
| c. The federal budget deficit |                |                   |                   |      |
| <b>Wave III</b>               |                |                   |                   |      |
| Lim                           | 11             | 87                | 2                 | =100 |
| Other                         | 53             | 46                | 1                 | =100 |
| Non                           | 49             | 49                | 2                 | =100 |
| <b>Wave II</b>                |                |                   |                   |      |
| Lim                           | 10             | 89                | 1                 | =100 |
| Other                         | 49             | 49                | 2                 | =100 |
| Non                           | 46             | 51                | 3                 | =100 |
| <b>Wave I</b>                 |                |                   |                   |      |
| Lim                           | 15             | 82                | 3                 | =100 |
| Other                         | 47             | 49                | 4                 | =100 |
| Non                           | 43             | 51                | 6                 | =100 |

## 6. Now rate the way the Republican leaders in Congress are handling some issues. First, do you approve or disapprove of the way they are handling ...

|                 | <u>Approve</u> | <u>Disapprove</u> | <u>Don't Know</u> |      |
|-----------------|----------------|-------------------|-------------------|------|
| a. The Economy  |                |                   |                   |      |
| <b>Wave III</b> |                |                   |                   |      |
| Lim             | 76             | 23                | 1                 | =100 |
| Other           | 29             | 68                | 3                 | =100 |
| Non             | 28             | 67                | 5                 | =100 |
| <b>Wave II</b>  |                |                   |                   |      |
| Lim             | 67             | 30                | 3                 | =100 |
| Other           | 35             | 61                | 4                 | =100 |
| Non             | 33             | 62                | 5                 | =100 |
| <b>Wave I</b>   |                |                   |                   |      |
| Lim             | 63             | 33                | 4                 | =100 |
| Other           | 31             | 60                | 9                 | =100 |
| Non             | 31             | 61                | 8                 | =100 |

Continued...



## 6. Continued...

|                               | <u>Approve</u> | <u>Disapprove</u> | <u>Don't Know</u> |      |
|-------------------------------|----------------|-------------------|-------------------|------|
| b. Foreign Policy             |                |                   |                   |      |
| <b>Wave III</b>               |                |                   |                   |      |
| Lim                           | 68             | 23                | 9                 | =100 |
| Other                         | 39             | 51                | 10                | =100 |
| Non                           | 41             | 50                | 9                 | =100 |
| <b>Wave II</b>                |                |                   |                   |      |
| Lim                           | 69             | 24                | 7                 | =100 |
| Other                         | 37             | 50                | 13                | =100 |
| Non                           | 44             | 45                | 11                | =100 |
| <b>Wave I</b>                 |                |                   |                   |      |
| Lim                           | 60             | 27                | 13                | =100 |
| Other                         | 36             | 49                | 15                | =100 |
| Non                           | 36             | 44                | 20                | =100 |
| c. The federal budget deficit |                |                   |                   |      |
| <b>Wave III</b>               |                |                   |                   |      |
| Lim                           | 71             | 27                | 2                 | =100 |
| Other                         | 27             | 68                | 5                 | =100 |
| Non                           | 22             | 75                | 3                 | =100 |
| <b>Wave II</b>                |                |                   |                   |      |
| Lim                           | 68             | 30                | 2                 | =100 |
| Other                         | 29             | 67                | 4                 | =100 |
| Non                           | 24             | 71                | 5                 | =100 |
| <b>Wave I</b>                 |                |                   |                   |      |
| Lim                           | 64             | 32                | 4                 | =100 |
| Other                         | 27             | 66                | 7                 | =100 |
| Non                           | 26             | 68                | 6                 | =100 |

6Z. Please tell me whether you agree or disagree with the following statement: I don't think public officials care much about what people like me think.

|   |            | <u>WAVE III</u> |              |            | <u>WAVE I *</u> |              |            |
|---|------------|-----------------|--------------|------------|-----------------|--------------|------------|
|   |            | <u>Lim</u>      | <u>Other</u> | <u>Non</u> | <u>Lim</u>      | <u>Other</u> | <u>Non</u> |
| 1 | Agree      | 59              | 62           | 68         | 55              | 52           | 61         |
| 2 | Disagree   | 40              | 37           | 31         | 44              | 47           | 38         |
| 9 | Don't Know | <u>1</u>        | <u>1</u>     | <u>1</u>   | <u>1</u>        | <u>1</u>     | <u>1</u>   |
|   |            | 100             | 100          | 100        | 100             | 100          | 100        |

\* Have one question imbedded first. Context effect may be operating

Now I am going to read you some 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/next) pair is ...

|     |  | <u>WAVE III</u> |              |            | <u>WAVE II</u> |              |            | <u>WAVE I</u> |              |            |
|-----|--|-----------------|--------------|------------|----------------|--------------|------------|---------------|--------------|------------|
|     |  | <u>Lim</u>      | <u>Other</u> | <u>Non</u> | <u>Lim</u>     | <u>Other</u> | <u>Non</u> | <u>Lim</u>    | <u>Other</u> | <u>Non</u> |
| 7a. | (1) Immigrants today strengthen our country because of their hard work and talents                   | 49              | 50           | 42         | 49             | 55           | 42         | 39            | 50           | 35         |
|     | OR   |                 |              |            |                |              |            |               |              |            |
|     | (2) Immigrants today are a burden on our country because they take our jobs, housing and health care | 47              | 46           | 53         | 46             | 38           | 52         | 48            | 39           | 56         |
|     | Both equally/Don't know  | <u>4</u>        | <u>4</u>     | <u>5</u>   | <u>5</u>       | <u>7</u>     | <u>6</u>   | <u>13</u>     | <u>11</u>    | <u>9</u>   |
|     |  | 100             | 100          | 100        | 100            | 100          | 100        | 100           | 100          | 100        |

|     |   | <u>WAVE III</u> |                  |                 | <u>WAVE II</u>  |                 |                 |
|-----|---|-----------------|------------------|-----------------|-----------------|-----------------|-----------------|
|     |   | <u>Lim</u>      | <u>Other</u>     | <u>Non</u>      | <u>Lim</u>      | <u>Other</u>    | <u>Non</u>      |
| 7b. | (1) Business corporations strike a fair balance between making a profit and serving the public interest | 41              | 20               | 20              | 42              | 25              | 21              |
|     | OR  |                 |                  |                 |                 |                 |                 |
|     | (2) Business corporations are guided too much by how much profit they make                              | 55              | 80               | 78              | 55              | 73              | 76              |
|     | Both equally/Don't know   | <u>4</u><br>100 | <u>--</u><br>100 | <u>2</u><br>100 | <u>3</u><br>100 | <u>2</u><br>100 | <u>3</u><br>100 |

8. Now I'm going to ask you about some events and would like to tell me which of two ways of looking at it is closer to your own view. First, (RANDOMIZE 8A THROUGH 8E)

a. Do you think that the news video of police in Los Angeles hitting immigrants with clubs  
READ STATEMENTS 1 AND 2

| <u>Lim</u>      | <u>Oth</u>      | <u>Non</u>      |   |
|-----------------|-----------------|-----------------|---|
| 31              | 45              | 52              | Gives clear evidence of the brutality of some police, |
|                 |                 |                 | OR  |
| 64              | 50              | 45              | Tells only one side of the story.                     |
| 2               | 2               | 1               | Both Equally (VOL)                                    |
| <u>3</u><br>100 | <u>3</u><br>100 | <u>2</u><br>100 | Don't Know  |

- b. Do you think the positive things said about Ron Brown after his accidental death in a plane crash over Bosnia: READ STATEMENTS 1 AND 2

| <u>Lim</u> | <u>Oth</u> | <u>Non</u> |  |
|------------|------------|------------|--|
| 61         | 31         | 28         | Were managed by the administration and used for political advantage,             |
|            |            |            | OR   |
| 30         | 55         | 61         | Were a spontaneous outpouring of admiration for a well-liked government official |
| 5          | 5          | 1          | Both Equally (VOL)   |
| <u>4</u>   | <u>9</u>   | <u>10</u>  | Don't Know   |
| 100        | 100        | 100        |  |

Question 8c2 below was asked from second night of survey 4/26/96 on

- c2. Republican leaders are opposed to increasing the minimum wage. Do you think this is:  
READ STATEMENTS 1 AND 2

| <u>Lim</u> | <u>Oth</u> | <u>Non</u> |   |
|------------|------------|------------|---|
| 56         | 37         | 37         | More because they feel small businesses will have to cut back on employees, including young people, |
|            |            |            | OR  |
| 35         | 57         | 56         | More because it would hurt the profits of small business owners who support them                    |
| 6          | 2          | 1          | Both/Neither (VOL)  |
| <u>3</u>   | <u>4</u>   | <u>6</u>   | Don't Know  |
| 100        | 100        | 100        |   |

- d. President Clinton recently vetoed a bill making late term abortions illegal. Do you think he did this: READ STATEMENTS 1 AND 2

Lim Oth Non  
75 50 47

More because he did not want to anger feminists who are likely to support him in the election,

OR

21 44 46

More because he wanted to guard women against what is a dangerous medical treatment?

2 1 2

Both Equally (VOL)

2 5 5  
100 100 100

Don't Know

- e. Republicans in Congress brought up a constitutional amendment to require that any tax increase be passed by a two-thirds majority. Do you think they did this: READ STATEMENTS 1 AND 2

Lim Oth Non  
62 37 35

More because they wanted to make sure that Congress lives within its means and holds down the deficit,

OR

33 55 57

More because they wanted to contrast "no tax" Republicans against "tax and spend" Democrats?

2 3 0

Both Equally (VOL)

3 5 8  
100 100 100

Don't Know

9. I'd like to ask your opinion of some different places where people get news. For each one I read please tell me how fair and balanced it is. Use any number between 1 and 7, with one ST fair and balanced, and 7 being the MOST fair and balanced. First, how about (READ AND ROTATE a through f)...Remember that 1 is the least and 7 is the most.

|   | <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> | <u>7</u> | Not<br><u>Familiar</u> | Don't<br><u>Know</u> |      |
|---|----------|----------|----------|----------|----------|----------|----------|------------------------|----------------------|------|
| a. The news and editorial sections<br>of your newspaper                 |          |          |          |          |          |          |          |                        |                      |      |
| Lim   | 12       | 12       | 22       | 19       | 21       | 6        | 8        | --                     | --                   | =100 |
| Oth   | 11       | 9        | 16       | 24       | 24       | 8        | 5        | 1                      | 2                    | =100 |
| Non   | 5        | 7        | 18       | 22       | 26       | 13       | 5        | 2                      | 2                    | =100 |
| b. The News Hour with Jim Lehrer<br>on PBS                              |          |          |          |          |          |          |          |                        |                      |      |
| Lim   | 2        | 2        | 11       | 10       | 16       | 13       | 7        | 36                     | 3                    | =100 |
| Oth   | 1        | 2        | 5        | 11       | 17       | 18       | 13       | 30                     | 3                    | =100 |
| Non   | 4        | 3        | 5        | 14       | 18       | 11       | 10       | 34                     | 1                    | =100 |
| c. Programs on National Public Radio,<br>such as All Things Considered  |          |          |          |          |          |          |          |                        |                      |      |
| Lim   | 4        | 8        | 12       | 18       | 20       | 11       | 2        | 23                     | 2                    | =100 |
| Oth   | 8        | 5        | 10       | 15       | 19       | 17       | 10       | 16                     | --                   | =100 |
| Non   | 3        | 5        | 9        | 17       | 22       | 11       | 7        | 23                     | 3                    | =100 |
| d. The national TV evening news<br>programs on ABC, CBS,<br>NBC and CNN |          |          |          |          |          |          |          |                        |                      |      |
| Lim   | 18       | 11       | 23       | 14       | 17       | 8        | 9        | --                     | --                   | =100 |
| Oth   | 7        | 7        | 12       | 24       | 25       | 11       | 12       | 2                      | --                   | =100 |
| Non   | 4        | 4        | 11       | 18       | 28       | 18       | 14       | 2                      | 1                    | =100 |
| e. C-Span   |          |          |          |          |          |          |          |                        |                      |      |
| Lim   | 1        | 7        | 11       | 13       | 17       | 23       | 12       | 15                     | 1                    | =100 |
| Oth   | 3        | 4        | 6        | 8        | 18       | 20       | 17       | 21                     | 3                    | =100 |
| Non   | 3        | 2        | 5        | 11       | 18       | 19       | 13       | 27                     | 2                    | =100 |
| f. Political Talk Radio   |          |          |          |          |          |          |          |                        |                      |      |
| Lim   | 6        | 11       | 21       | 14       | 22       | 18       | 6        | 2                      | --                   | =100 |
| Oth   | 19       | 17       | 17       | 16       | 13       | 7        | 6        | 5                      | --                   | =100 |
| Non   | 17       | 12       | 21       | 16       | 14       | 4        | 4        | 10                     | 2                    | =100 |

10. Now I will read a list of some events that have been in the news in the past year. As I read each item, tell me if you FEEL you KNOW a lot, some, only a little, or nothing at all. (READ & ROTATE) How much do you feel you know about ...

|  | <u>A Lot</u> | <u>Some</u> | <u>Only<br/>a Little</u> | <u>Nothing<br/>at all</u> | <u>Don't<br/>Know</u> |
|--|--------------|-------------|--------------------------|---------------------------|-----------------------|
| a. The standoff between federal law enforcement agents and the Freemen in Montana        |              |             |                          |                           |                       |
| Lim  | 21           | 51          | 26                       | 2                         | -- =100               |
| Oth  | 19           | 51          | 20                       | 10                        | -- =100               |
| Non  | 14           | 43          | 29                       | 14                        | -- =100               |
| b. The actions of Congress and the President on a bill to outlaw partial birth abortions |              |             |                          |                           |                       |
| Lim  | 28           | 35          | 34                       | 3                         | -- =100               |
| Oth  | 16           | 48          | 27                       | 9                         | -- =100               |
| Non  | 12           | 40          | 34                       | 13                        | 1 =100                |
| c. The debate over whether to raise the minimum wage                                     |              |             |                          |                           |                       |
| Lim  | 35           | 50          | 12                       | 3                         | -- =100               |
| Oth  | 29           | 43          | 24                       | 4                         | -- =100               |
| Non  | 17           | 48          | 30                       | 5                         | -- =100               |

Now I have a couple of questions about some other things that have been in the news. If you're not sure about an answer, just say so.

11. Do you happen to recall the who Ron Brown was--the government official just killed in a plane crash. Was he:  
READ ANSWERS 1 THROUGH 3 BELOW

| <u>Lim</u> | <u>Oth</u> | <u>Non</u> |   |
|------------|------------|------------|---|
| 67         | 69         | 53         | Secretary of Commerce                         |
| 4          | 5          | 4          | The U.S. ambassador to the United Nations, or |
| 14         | 10         | 14         | Secretary of State                            |
| 15         | 16         | 29         | Other (VOL) DO NOT READ)                      |
| =          | =          | =          | Don't Know/No Answer                          |
| 100        | 100        | 100        |   |

12. Ted Kaczynski (KA-ZIN-SKI), the alleged Unabomber, was especially concerned about which of the following issues:

READ ANSWERS 1 THROUGH 3 BELOW

| <u>Lim</u> | <u>Oth</u> | <u>Non</u> |                           |
|------------|------------|------------|---------------------------|
| --         | 2          | 2          | The rights of the unborn  |
| 13         | 17         | 18         | The right to own guns, or |
| 67         | 58         | 43         | The environment           |
| 1          | 2          | 2          | Other (VOL) DO NOT READ)  |
| <u>19</u>  | <u>21</u>  | <u>35</u>  | Don't Know/No Answer      |
| 100        | 100        | 100        |                           |

We have just a few more questions on some current things in the news. If you are not sure of the answer just give us your best guess.

13. Do you think there has been any difference in how the news media have treated Ted Kaczynski compared to how they treated Timothy McVeigh, the alleged Oklahoma City bomber. Do you think that news stories about Kaczynski have been more favorable than ones about McVeigh, less favorable, or have they been about the same?:

| <u>Lim</u> | <u>Oth</u> | <u>Non</u> |   |
|------------|------------|------------|---|
| 36         | 23         | 21         | Kaczynski stories more favorable than McVeigh |
| 6          | 5          | 6          | Kaczynski stories less favorable than McVeigh |
| 57         | 67         | 64         | About the same                                |
| <u>1</u>   | <u>5</u>   | <u>9</u>   | Don't Know/No Answer                          |
| 100        | 100        | 100        |   |



14. I'd like your opinion of some programs and proposals being discussed. Please tell me if you strongly favor, favor, oppose, or strongly oppose each one. The (first/next) one is ...  
(READ & ROTATE)

|    | <u>Strongly<br/>Favor</u>  | <u>Favor</u> | <u>Oppose</u> | <u>Strongly<br/>Oppose</u> | <u>Don't<br/>Know</u> |        |
|----|--|--------------|---------------|----------------------------|-----------------------|--------|
| a. | Changing the federal income tax system to a "flat tax" where everyone pays the same tax rate regardless of their income. |              |               |                            |                       |        |
|    | <b>Wave III</b>  |              |               |                            |                       |        |
|    | Lim  | 36           | 28            | 14                         | 19                    | 3 =100 |
|    | Other  | 21           | 27            | 18                         | 31                    | 3 =100 |
|    | Non  | 16           | 26            | 24                         | 31                    | 3 =100 |
|    | <b>Wave II</b>   |              |               |                            |                       |        |
|    | Lim  | 28           | 39            | 9                          | 21                    | 3 =100 |
|    | Other  | 19           | 30            | 22                         | 25                    | 4 =100 |
|    | Non  | 18           | 24            | 21                         | 34                    | 3 =100 |
|    | <b>Wave I</b>  |              |               |                            |                       |        |
|    | Lim  | 34           | 29            | 16                         | 15                    | 6 =100 |
|    | Other  | 17           | 24            | 28                         | 24                    | 7 =100 |
|    | Non  | 16           | 25            | 27                         | 27                    | 5 =100 |
| c. | Allowing marriages between people of the same sex, with the same legal rights as traditional married couples.            |              |               |                            |                       |        |
|    | <b>Wave III</b>  |              |               |                            |                       |        |
|    | Lim  | 1            | 7             | 16                         | 74                    | 2 =100 |
|    | Other  | 13           | 23            | 23                         | 38                    | 3 =100 |
|    | Non  | 9            | 21            | 22                         | 46                    | 2 =100 |
|    | <b>Wave II</b>   |              |               |                            |                       |        |
|    | Lim  | 2            | 9             | 21                         | 66                    | 2 =100 |
|    | Other  | 13           | 22            | 21                         | 40                    | 4 =100 |
|    | Non  | 9            | 22            | 19                         | 46                    | 4 =100 |
| e. | Eliminating affirmative action preferences for women and minorities in job hiring and promotions                         |              |               |                            |                       |        |
|    | <b>Wave III</b>  |              |               |                            |                       |        |
|    | Lim  | 35           | 31            | 19                         | 13                    | 2 =100 |
|    | Other  | 15           | 34            | 29                         | 20                    | 2 =100 |
|    | Non  | 17           | 40            | 26                         | 12                    | 5 =100 |

*Continued...*

## 14. Continued...

|                | <u>Strongly<br/>Favor</u> | <u>Favor</u> | <u>Oppose</u> | <u>Strongly<br/>Oppose</u> | <u>Don't<br/>Know</u> |      |
|----------------|---------------------------|--------------|---------------|----------------------------|-----------------------|------|
| <b>Wave II</b> |                           |              |               |                            |                       |      |
| Lim            | 34                        | 34           | 17            | 10                         | 5                     | =100 |
| Other          | 20                        | 27           | 29            | 19                         | 5                     | =100 |
| Non            | 16                        | 34           | 28            | 18                         | 4                     | =100 |

## h. Increasing the minimum wage businesses would have for pay to entry level workers

**Wave III**

|       |    |    |    |    |    |      |
|-------|----|----|----|----|----|------|
| Lim   | 11 | 38 | 28 | 23 | -- | =100 |
| Other | 30 | 41 | 17 | 9  | 3  | =100 |
| Non   | 29 | 48 | 17 | 4  | 2  | =100 |

## 15. How many African-Americans were NOMINATED for the academy awards this year? Was it none, 1 to 3, 4 to 6, or more than 6?

| <u>Lim</u> | <u>Oth</u> | <u>Non</u> |                    |
|------------|------------|------------|--------------------|
| 21         | 21         | 17         | None               |
| 37         | 46         | 40         | 1 to 3             |
| 15         | 6          | 14         | 4 to 6             |
| 4          | 8          | 8          | Over 6             |
| <u>23</u>  | <u>19</u>  | <u>21</u>  | Don't Know/Refused |
| 100        | 100        | 100        |                    |

## 16. And what is the CURRENT minimum wage in the United States? (MEAN)

| <u>Lim</u> | <u>Oth</u> | <u>Non</u> |
|------------|------------|------------|
| 4.32       | 4.33       | 4.36       |

\_\_\_\_\_ Enter dollars and cents 998=9.98 or more; 999=don't know

We have just a few more questions on some current things in the news. If you are not sure of the answer just give us your best guess.

17. In the past month--that is in the last 30 days--have you personally done any of the following things? And in the last 30 days have you ...

|   | PERCENT SAYING "YES" |              |            |            |              |            |
|---|----------------------|--------------|------------|------------|--------------|------------|
|   | WAVE III             |              |            | WAVE II    |              |            |
|   | <u>Lim</u>           | <u>Other</u> | <u>Non</u> | <u>Lim</u> | <u>Other</u> | <u>Non</u> |
| a. Contacted or written to a public official about an issue that concerned you?   | 17                   | 17           | 10         | 21         | 20           | 12         |
| b. Attended a public hearing or town meeting.                                     | 11                   | 19           | 13         | 21         | 21           | 13         |
| c. Contacted a newspaper or television station about an issue that concerned you? | 10                   | 10           | 6          | 16         | 14           | 8          |
| d. Contributed money to a political candidate or organization                     | 25                   | 16           | 15         | 18         | 15           | 12         |

18. When we last spoke with you, you said that you listened to (Rush Limbaugh/Political Talk radio). I have just a few quick questions about this. Thinking about the (Rush Limbaugh Show/Political Talk Radio Show you listen to most often) how many days did you listen to it in the past week--0, 1 or 2, 3 or 4, or 5 or more

| <u>Lim</u> | <u>Oth</u> |                 |
|------------|------------|-----------------|
| 25         | 25         | 0 times         |
| 31         | 36         | 1 or 2 times    |
| 33         | 26         | 3 or 4 times    |
| <u>11</u>  | <u>13</u>  | 5 or more times |
| 100        | 100        |                 |

19. For how long have you been a REGULAR listener to political talk radio: (READ OPTIONS 1 THROUGH 4)

| <u>Lim</u> | <u>Oth</u> |                                 |
|------------|------------|---------------------------------|
| 5          | 11         | Less than 6 months,             |
| 15         | 16         | Six months to a year,           |
| 17         | 16         | 1 year to less than 2 years, or |
| 60         | 55         | 2 years or more                 |
| <u>3</u>   | <u>2</u>   | Don't Know/Refused              |
| 100        | 100        |                                 |

*Q'S 20 THROUGH 22 FOR LIMBAUGH ONLY GROUP.*

- 20/20a. In the last month have you watched Rush Limbaugh's TELEVISION program? IF YES:  
Do you watch regularly, sometimes or hardly ever?

| <u>Lim</u> |               |
|------------|---------------|
| 17         | Regularly     |
| 24         | Sometimes     |
| 8          | Hardly ever   |
| --         | Don't know    |
| <u>51</u>  | Doesn't watch |
| 100        |               |

- 21/21a. Have you ever read any of Rush Limbaugh's writings--either his books or his newsletter?  
IF YES: Is that only his books, only his newsletter, or both?

| <u>Lim</u> |                 |
|------------|-----------------|
| 26         | Only Books      |
| 10         | Only Newsletter |
| 8          | Both            |
| --         | Don't know      |
| <u>56</u>  | Doesn't read    |
| 100        |                 |

22/22a. And have you ever attended a "Rush Room," where people get together to listen to his radio show? IF YES: Is this something you do regularly, sometimes or hardly ever?

Lim

|     |                |
|-----|----------------|
| --  | Regularly      |
| --  | Sometimes      |
| 2   | Hardly ever    |
| --  | Don't know     |
| 98  | Doesn't attend |
| 100 |                |

