

PRINCETON SURVEY RESEARCH ASSOCIATES

**TALK RADIO SURVEY
WAVE IV**

**Topline Results
November 11, 1996**

n= 207 Limbaugh Listeners
n= 311 Other Talk Radio Listeners
n= 858 Non-Talk Radio Listeners

Interviewing Dates: October 17-27, 1996

INTRODUCTION: Hello, my name is _____ and I'm calling from Princeton Survey Research. May I please speak with **(INSERT AGE AND GENDER)** __ -year-old man/woman who lives in your household?

IF NECESSARY, ADD: We're trying to reach the person in your household we interviewed very briefly for an important national research study earlier this year. That interview may have only lasted a minute or two

CONTINUE WHEN RESPONDENT IS REACHED: We talked with you earlier this year for just a minute or two as part of an important national research study. We'd like just 10 or 15 minutes of your time now to tell us what you think about some things in the news.

1. How closely have you been following what's going on in the political campaigns this year...

Wave IV			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
38	28	19	Very closely
48	55	48	Somewhat closely
12	12	24	Not too closely, OR
2	5	9	Not at all closely?
<u>0</u>	<u>0</u>	<u>*1</u>	Don't know/Refused
100	100	100	

¹ An asterisk indicates a value of less than one percent.

PRESIDENTIAL VOTE

2. If the presidential election were held TODAY, would you vote for Bill Clinton and Al Gore, the Democratic candidates; Bob Dole and Jack Kemp, the Republican candidates; or Ross Perot and Pat Choate, the Reform Party candidates?

IF SELECTION MADE, ASK:

3. Do you support (INSERT CANDIDATES' NAMES) STRONGLY, or only moderately?

IF SELECTION NOT MADE, ASK:

4. As of TODAY, do you LEAN most to Clinton and Gore, the Democrats; Dole and Kemp, the Republicans; or Perot and Choate, the Reform Party candidates?

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
23	58	58	Clinton total
9	27	27	Clinton strongly
13	29	27	Clinton moderately
1	2	4	Leans to Clinton
71	30	28	Dole total
49	15	12	Dole strongly
21	13	13	Dole moderately
1	2	3	Leans to Dole
5	9	8	Perot total
1	1	2	Perot strongly
3	6	5	Perot moderately
1	2	1	Leans to Perot
1	1	*	Other candidate
<u>*</u>	<u>2</u>	<u>6</u>	Undecided/Refused
100	100	100	

5. Would you say that your choice is more a vote for **(INSERT PRES. CHOICE FROM Q.2/4)** OR is more a vote against **(INSERT NAMES OF TWO OTHER PRES. CANDIDATES)**?

Based on those who support Clinton, Dole or Perot; Lim=205, Other=301, Non=808.

	<u>Clinton Voters</u>			<u>Dole Voters</u>			<u>Perot Voters</u>		
	<u>Lim</u>	<u>Oth</u>	<u>Non</u>	<u>Lim</u>	<u>Oth</u>	<u>Non</u>	<u>Lim</u>	<u>Oth</u>	<u>Non</u>
A vote FOR preferred candidate	14	40	40	35	12	11	3	4	3
A vote AGAINST others	9	19	20	36	18	18	2	5	6
Don't know/Refused	0	1	2	1	*	*	*	0	*

ASK ALL:

6. If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district?
7. As of TODAY, do you LEAN more to the Republican candidate or the Democratic candidate?

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
74	44	37	Republican candidate
3	2	3	Leans Republican
1	3	8	Undecided
1	2	5	Leans Democratic
20	49	46	Democratic
<u>1</u>	<u>0</u>	<u>1</u>	Other
100	100	100	

ASK ALL:

8. Suppose the number "1" represents someone who definitely WILL NOT vote in November and the number "10" represents someone who definitely WILL vote. If you could choose ANY number between 1 and 10 to rate your own chances of voting, what number would you name?

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
4	3	7	1
*	1	1	2
1	2	2	3
1	0	1	4
4	5	8	5
1	1	2	6
4	4	6	7
4	8	7	8
1	9	6	9
79	67	59	10
<u>1</u>	<u>*</u>	<u>1</u>	Don't know
100	100	100	

9. I'd like 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-- READ AND ROTATE) is very favorable, mostly favorable, mostly unfavorable or very unfavorable?

		Very Favor- <u>able</u>	Mostly Favor- <u>able</u>	Mostly Unfavor- <u>able</u>	Very Unfavor- <u>able</u>	Never Heard <u>of</u>	Can't <u>Rate</u>	Re- <u>fused</u>	
a.	Hillary Rodham Clinton								
	Lim	5	20	23	51	0	1	*	=100
	Other	16	40	20	21	1	2	*	=100
	Non	13	42	25	17	*	2	1	=100
b.	Rush Limbaugh								
	Lim	36	46	10	6	0	2	0	=100
	Other	5	22	33	33	2	3	2	=100
	Non	4	22	25	32	5	7	5	=100
c.	Newt Gingrich								
	Lim	22	47	17	9	1	4	*	=100
	Other	5	27	32	31	1	2	2	=100
	Non	4	19	35	31	3	4	4	=100
d.	Bob Dole								
	Lim	26	50	17	5	0	2	0	=100
	Other	8	36	42	12	0	1	1	=100
	Non	6	34	38	17	1	2	2	=100
e.	Bill Clinton								
	Lim	4	22	23	50	0	1	0	=100
	Other	15	49	17	19	0	*	0	=100
	Non	16	45	22	15	0	1	1	=100

INTRO TO Q'S 10-11: Now I'm going to ask you about your feelings toward the candidates for president. First, I'd like to ask about your feelings toward... **(INSERT QUESTION--ROTATE ORDER)** Next, how about... **(INSERT NEXT QUESTION)**

10. Bill Clinton -- because of the kind of person he is, or because of something he has done, has Clinton ever made you feel...**(INSERT ITEM--READ AND ROTATE)**? Has he ever made you feel...?

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	
a. Angry				
Lim	75	23	2	=100
Other	57	43	*	=100
Non	51	48	1	=100
b. Hopeful				
Lim	31	68	1	=10
Other	62	38	*	=100
Non	59	40	1	=100
c. Afraid				
Lim	52	47	1	=100
Other	28	72	0	=100
Non	23	76	1	=100
d. Proud				
Lim	20	79	1	=100
Other	52	47	1	=100
Non	45	53	2	=100

11. Bob Dole -- because of the kind of person he is, or because of something he has done, has Dole ever made you feel...(INSERT ITEM--READ AND ROTATE)? Has he ever made you feel...?

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	
a. Angry				
Lim	33	67	0	=100
Other	47	53	0	=100
Non	37	62	1	=100
b. Hopeful				
Lim	65	35	*	=100
Other	41	58	1	=100
Non	33	64	3	=100
c. Afraid				
Lim	14	86	0	=100
Other	26	74	*	=100
Non	23	75	2	=100
d. Proud				
Lim	70	29	1	=100
Other	44	56	*	=100
Non	32	65	3	=100

ROTATE ORDER OF Q'S 12-13

12. Now I'm going to read you some words and phrases that might describe BILL CLINTON. As I read each one, tell me how well you think it describes Clinton. The (first/next) one is... **(INSERT--READ AND ROTATE)** Does this describe Clinton very well, somewhat, or not at all?

		<u>Very Well</u>	<u>Somewhat</u>	<u>Not At All</u>	<u>Don't Know</u>	
a.	Would use good judgment in a crisis					
	Lim	16	36	47	1	=100
	Other	32	48	20	*	=100
	Non	30	53	15	2	=100
b.	Personally likable					
	Lim	30	35	35	*	=100
	Other	48	39	13	*	=100
	Non	46	40	13	1	=100
c.	Honest and truthful					
	Lim	5	23	71	1	=100
	Other	10	54	35	1	=100
	Non	13	53	32	2	=100
d.	Has good ideas					
	Lim	14	37	48	1	=100
	Other	35	49	16	0	=100
	Non	34	49	16	1	=100

13. Now I'm going to read you some words and phrases that might describe BOB DOLE. As I read each one, tell me how well you think it describes Dole. The (first/next) one is... **(INSERT--READ AND ROTATE)** Does this describe Dole very well, somewhat, or not at all?

		<u>Very</u> <u>Well</u>	<u>Somewhat</u>	<u>Not</u> <u>At All</u>	<u>Don't</u> <u>Know</u>	
a.	Would use good judgment in a crisis					
	Lim	60	28	9	3	=100
	Other	31	50	16	3	=100
	Non	25	52	18	5	=100
b.	Personally likable					
	Lim	44	46	10	0	=100
	Other	21	52	27	*	=100
	Non	18	52	28	2	=100
c.	Honest and truthful					
	Lim	62	31	7	*	=100
	Other	28	56	15	1	=100
	Non	25	52	19	4	=100
d.	Has good ideas					
	Lim	41	50	9	*	=100
	Other	15	55	30	*	=100
	Non	15	53	29	3	=100

14. Now I am going to read you some pairs of statements about the election and politics in general. 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 ...**(INSERT--READ AND ROTATE)**.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
10	13	11	a. (1) Political candidates usually tell voters what they actually believe is best for the country OR...
			(2) Political candidates usually tell voters what they think voters want to hear
88	83	87	Neither
*	1	*	Depends/Applies to one only
1	2	1	Don't know/Refused
<u>1</u>	<u>1</u>	<u>1</u>	
100	100	100	
			b. (1) The major party candidates for president usually tell voters what they will actually try to do if elected. OR...
			(2) The major party candidates for president don't tell voters the truth about what they will do if elected
35	42	39	Neither
59	54	58	Depends/Applies to one only
2	2	1	Don't know/Refused
3	2	1	
<u>1</u>	<u>*</u>	<u>1</u>	
100	100	100	
			c. (1) Network TV evening news tells people what they need to know about the presidential candidates' stands on issues OR...
			(2) Network TV evening news spends too much time reporting on campaign strategies to tell people what they need to know about the issues
13	22	28	Neither
81	73	69	Depends/Applies to one only
5	3	1	Don't know/Refused
0	0	*	
<u>1</u>	<u>2</u>	<u>2</u>	
100	100	100	

Continued...

14. Continued...

<u>Wave IV</u>		
<u>Lim</u>	<u>Other</u>	<u>Non</u>
24	42	34
69	54	60
4	3	2
0	*	*
<u>3</u>	<u>1</u>	<u>4</u>
100	100	100

- d. (1) Newspapers tell people what they need to know about the presidential candidates' stands on issues OR...
 (2) Newspapers give too much space to reporting on campaign strategies to tell people what they need to know about the issues
 Neither
 Depends/Applies to one only
 Don't know/Refused

15. Next I'm going to read you some proposals that have been discussed during this year's presidential campaign. As I read each one, tell me whether you think Bill Clinton or Bill Clinton favors this proposal. Please try to answer to the best of your knowledge, but if you're not sure that's okay -- just let me know. First, as far as you know, does Bill Clinton or Bob Dole favor... (INSERT--READ AND ROTATE) Next, does Clinton or Dole favor...?

	<u>Clinton</u>	<u>Dole</u>	<u>Both</u>	<u>Neither</u>	<u>DK</u>	
a. Reducing spending on Medicare, the program that pays health care bills for the elderly and disabled						
Lim	22	40	8	19	11	=100
Other	15	59	6	12	8	=100
Non	21	55	5	5	14	=100
b. Developing an anti-missile defense system						
Lim	11	57	*	5	27	=100
Other	11	48	2	2	37	=100
Non	18	34	2	3	43	=100

Continued...

15. Continued...

	<u>Clinton</u>	<u>Dole</u>	<u>Both</u>	<u>Neither</u>	<u>DK</u>	
c. Increased federal funding for job training programs						
Lim	60	12	10	1	17	=100
Other	67	12	2	1	18	=100
Non	67	12	2	1	18	=100
d. A fifteen percent across-the-board tax cut						
Lim	10	86	0	1	3	=100
Other	6	85	1	*	8	=100
Non	12	70	1	2	15	=100
e. A ban on cigarette advertising that might reach children						
Lim	64	14	14	*	8	=100
Other	83	6	8	*	3	=100
Non	68	12	8	1	11	=100
f. Eliminating the U.S. Department of Education						
Lim	6	61	0	9	24	=100
Other	5	69	0	6	20	=100
Non	8	58	*	7	27	=100
g. Permitting late term abortions, using the so-called "partial birth" abortion method when the life or health of the mother is at risk						
Lim	70	9	4	3	14	=100
Other	73	10	3	3	11	=100
Non	62	11	2	4	21	=100
h. Legalizing same-sex marriages						
Lim	50	4	1	27	18	=100
Other	50	2	1	34	13	=100
Non	42	7	*	25	26	=100

16. Now I'd like to ask you some questions about news...In the past seven days, on how many days -- if any -- did you watch any NATIONAL TV newscasts or news programs? This is different from local TV news about the area where you live. **IF NOT SURE, PROBE:** Just your best estimate, even if you're not sure.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
16	19	23	None/No days/Didn't watch
9	10	12	One day
10	17	15	Two days
11	11	10	Three days
10	7	6	Four days
12	8	9	Five days
4	4	2	Six days
28	24	22	Seven days, or every day
<u>0</u>	<u>*</u>	<u>1</u>	Don't know/Refused
100	100	100	

17. How much attention did you pay to national TV news about the campaign for president...

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
28	23	15	A lot of attention
36	39	36	Some attention
19	15	22	Only a little attention, OR
1	3	3	No attention at all?
0	1	*	Don't know/Refused
<u>16</u>	<u>19</u>	<u>24</u>	Didn't watch any
100	100	100	

ASK ALL:

18. In the past seven days, on how many days -- if any -- did you read a daily newspaper for national news? **IF NOT SURE, PROBE:** Just your best estimate, even if you're not sure.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
25	20	35	None/No days/Didn't read
6	10	10	One day
9	12	11	Two days
9	10	7	Three days
5	7	3	Four days
5	7	5	Five days
4	2	2	Six days
37	32	26	Seven days, or every day
<u>0</u>	<u>0</u>	<u>1</u>	Don't know/Refused
100	100	100	

19. How much attention did you pay to newspaper articles about the campaign for president...

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
18	19	10	A lot of attention
32	35	27	Some attention
22	22	21	Only a little attention, OR
3	5	7	No attention at all?
0	0	*	Don't know/Refused
<u>25</u>	<u>19</u>	<u>35</u>	Didn't read articles
100	100	100	

20. In the past seven days, on how many days -- if any -- did you listen to any political talk radio shows, where listeners can call in and talk to the host about politics and social issues? **IF NOT SURE, PROBE:** Just your best estimate, even if you're not sure.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
34	38	77	None/No days/Didn't listen
6	10	8	One day
15	14	6	Two days
13	10	4	Three days
8	8	2	Four days
13	12	1	Five days
3	1	*	Six days
8	7	2	Seven days, or every day
<u>1</u>	<u>*</u>	<u>*</u>	Don't know/Refused
100	100	100	

- 20a. How often have you listened in the LAST MONTH--regularly, sometimes, occasionally or not at all.

Based on those who did not listen last week; Lim=64, Other=109, non=656.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
9	6	2	Regularly
15	11	6	Sometimes
35	48	22	Occasionally
40	34	69	Not at all
<u>1</u>	<u>1</u>	<u>1</u>	Don't Know/Refused
100	100	100	

21. What is the name of the talk show host you listened to most often? **IF NOT SURE, PROBE:** Was it Rush Limbaugh, or someone else?

*Based on all those who currently listen at least occasionally to political talk radio;
Lim= 181, Other= 270, Non= 400.*

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
80	13	28	Rush Limbaugh
11	64	31	Other host (SPECIFY)
8	21	41	Not sure
<u>1</u>	<u>2</u>	<u>0</u>	Refused
100	100	100	

22. As far as you know, does...(INSERT--SEE BELOW) support a particular candidate for president, or not? **IF YES, ASK:** Which candidate?

IF Q.21=1: Rush Limbaugh

IF Q.21=2: The host you just mentioned

IF Q.21=8,9: The political talk show host you listen to most often

Based on listeners; Lim=181, Other=270, Non= 398.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
3	14	9	Yes, Clinton
70	38	26	Yes, Dole
*	*	0	Yes, Perot
0	2	1	Yes, Other candidate
15	27	35	No, does not
<u>12</u>	<u>19</u>	<u>29</u>	Don't know/Refused
100	100	100	

23. I'm going to read you some proposals that have been discussed in this year's presidential campaign. As I read each one, please tell me where you think...(INSERT--SEE BELOW)

IF Q.21=1: Rush Limbaugh

IF Q.21=2: The host you just mentioned

IF Q.21=8,9 The political talk show host you listen to most often

stands on this proposal. (First/next), what about... (INSERT ITEM--READ AND ROTATE) Do you think (Limbaugh/the host) favors or opposes this?

The first three figures below are based on all who listen at least occasionally (Q.20a); Lim= 181, Other= 270, Non= 398.

The final figure is for those former non-listeners who currently listen to talk radio two or more days per week (Q.20); Non-2X= 131.

	<u>Favor</u>	<u>Oppose</u>	<u>Don't Know</u>	
a. Increasing federal funding for job training programs				
Lim	31	48	21	=100
Other	47	31	22	=100
Non	45	28	27	=100
Non-2X	45	3	24	=100
b. Expanding family leave, which guarantees workers' rights to take off time in certain situations				
Lim	29	52	19	=100
Other	53	27	20	=100
Non	53	19	28	=100
Non-2X	55	22	23	=100
c. A fifteen percent across-the-board tax cut				
Lim	72	11	17	=100
Other	48	26	26	=100
Non	44	27	29	=100
Non-2X	47	29	24	=100

Continued...

23. Continued...

	<u>Favor</u>	<u>Oppose</u>	<u>Don't Know</u>	
d. Eliminating the U.S. Department of Education				
Lim	48	31	21	=100
Other	32	46	22	=100
Non	22	49	29	=100
Non-2X	32	45	23	=100
e. Legalizing same-sex marriages				
Lim	2	88	10	=100
Other	18	65	17	=100
Non	10	65	25	=100
Non-2X	13	67	20	=100
f. NAFTA, the trade agreement among the U.S., Canada and Mexico				
Lim	44	34	22	=100
Other	29	43	28	=100
Non	27	43	30	=100
Non-2X	34	41	25	=100
g. Laws to restrict racist, sexist or extremist speech				
Lim	24	56	20	=100
Other	26	51	23	=100
Non	29	46	25	=100
Non=2X	28	55	17	=100

24. Next I'd like your own views on some proposals that have been discussed during this year's presidential campaign. As I read each one, tell me whether you generally favor it or oppose it. (First/next), do you favor or oppose... **(INSERT--READ AND ROTATE)?**

	<u>Favor</u>	<u>Oppose</u>	<u>Mixed/ It Depends-Vol.</u>	<u>Don't Know</u>	
a. Reducing spending on Medicare, the program that pays health care bills for the elderly and disabled					
Lim	37	53	6	4	=100
Other	25	70	3	2	=100
Non	22	75	2	1	=100
b. Developing an anti-missile defense system					
Lim	73	19	2	6	=100
Other	54	37	1	8	=100
Non	51	38	3	8	=100
c. Increased federal funding for job training programs					
Lim	46	48	3	3	=100
Other	73	24	2	1	=100
Non	78	20	1	1	=100
d. A fifteen percent across-the-board tax cut					
Lim	84	13	1	2	=100
Other	51	43	3	3	=100
Non	59	35	3	3	=100
e. A ban on cigarette advertising that might reach children					
Lim	76	23	1	*	=100
Other	74	24	1	1	=100
Non	74	24	1	1	=100

Continued...

24. Continued...

	<u>Favor</u>	<u>Oppose</u>	<u>Mixed/ It Depends-Vol.</u>	<u>Don't Know</u>	
f. Eliminating the U.S. Department of Education					
Lim	49	41	4	6	=100
Other	25	72	1	2	=100
Non	17	77	2	4	=100
g. Permitting late term abortions, using the so-called "partial birth" abortion method when the life or health of the mother is at risk					
Lim	38	56	3	3	=100
Other	56	38	4	2	=100
Non	53	41	3	3	=100
h. Legalizing same-sex marriages					
Lim	7	89	2	2	=100
Other	23	71	3	3	=100
Non	20	74	2	4	=100

25. Now I'd like to ask if you've done some different things. Thinking about the most recent elections for U.S. Congress in November 1994, did you get a chance to vote for Congress two years ago, or did things come up to keep you from voting?

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
75	69	55	Yes, voted
23	27	39	No, did not
0	2	3	Too young (VOL.)
<u>2</u>	<u>2</u>	<u>3</u>	Don't know/Refused
100	100	100	

26. Please tell me which of the following things, if any, you have done in the past three months. (First/next), in the past three months, did you... **(INSERT--READ ITEMS IN ORDER)**

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	
a. Contribute any money to a political party or candidate?				
Lim	20	80	0	=100
Other	13	86	1	=100
Non	10	90	*	=100
b. Watch any television coverage of the Republican or Democratic Party's nominating conventions in August?				
Lim	85	15	0	=100
Other	79	19	2	=100
Non	69	30	1	=100
c. Watch the first presidential debate between Clinton and Dole held on Sunday, October 6th?				
Lim	72	28	0	=100
Other	68	32	0	=100
Non	61	39	*	=100
d. Go personally to hear any political candidate's speech?				
Lim	11	89	0	=100
Other	11	89	0	=100
Non	6	94	*	=100
e. Volunteer to work on any political campaign?				
Lim	13	87	0	=100
Other	8	92	0	=100
Non	4	96	0	=100
f. Contact a newspaper or TV station about a political candidate?				
Lim	5	95	0	=100
Other	4	96	0	=100
Non	2	98	*	=100
g. Watch the second presidential debate between Clinton and Dole held on Wednesday, October 16th?				
Lim	70	30	0	=100
Other	59	40	1	=100
Non	50	50	*	=100

27. About how much of the second presidential debate were you able to watch...

Based on viewers; Lim=144, Other=197, Non=450.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
13	17	21	Less than a half hour
33	28	35	Between a half hour and an hour, OR
8	9	11	More than an hour, OR
45	46	33	All of it ?
<u>1</u>	<u>0</u>	<u>*</u>	Don't know/Refused
100	100	100	

28. Regardless of which candidate you personally support, who do you think did a better job in the debate -- Bill Clinton or Bob Dole?

Based on viewers; Lim=144, Other=197, Non=450.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
36	75	71	Bill Clinton
52	16	18	Bob Dole
7	6	8	Both equal (VOL.)
<u>5</u>	<u>3</u>	<u>3</u>	Don't know/Refused
100	100	100	

29. Why do you think (Bill Clinton/Bob Dole) did a better job? **PROBE FOR FULL RESPONSE:** Any other reasons?

Based on those who thought Clinton did better job; Lim=50, Other=147, Non=318.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
84	84	84	Characteristics/Personality
6	18	22	Issues
19	25	20	Anti-Dole
0	1	*	Other
0	0	3	Don't know

Based on those who thought Dole did better job; Lim=73, Other=33, Non=77.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
57	58	64	Characteristics/Personality
32	27	23	Issues
31	32	30	Anit-Clinton
4	9	8	Other
2	6	6	Don't know

30. Which candidate do you think MOST other Americans watching the debate would say did a better job -- Bill Clinton or Bob Dole?

Based on viewers; Lim=144, Other=197, Non=450.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
64	81	77	Bill Clinton
23	5	9	Bob Dole
3	3	3	Both equal
<u>10</u>	<u>11</u>	<u>11</u>	Don't know/Refused
100	100	100	

31. I'm going to read you a list of words. Thinking about what you saw while watching the debate please tell me if each one does or does not apply to...: (ROTATE 31A AND 31B SEQUENCES FOR BOB DOLE AND BILL CLINTON. AFTER FIRST SEQUENCE, READ, "Now, based on what you saw, how about the other candidate...)

Based on viewers; Lim=144, Other=197, Non=450.

	<u>Does Apply</u>	<u>Does Not Apply</u>	<u>Don't Know</u>	
a. Bob Dole--the first word is...				
Mean				
Lim	22	77	1	=100
Other	37	61	2	=100
Non	36	62	2	=100
Weak				
Lim	14	86	*	=100
Other	28	71	1	=100
Non	31	68	1	=100
Warm				
Lim	61	36	3	=100
Other	34	64	2	=100
Non	32	66	2	=100
Dishonest				
Lim	16	83	1	=100
Other	23	75	2	=100
Non	21	77	2	=100
Leaderlike				
Lim	80	19	1	=100
Other	59	41	*	=100
Non	63	35	2	=100
Angry				
Lim	39	60	1	=100
Other	51	48	1	=100
Non	55	45	*	=100

Continued...

31. Continued...

	<u>Does Apply</u>	<u>Does Not Apply</u>	<u>Don't Know</u>	
b. Bill Clinton--the first word is...				
Mean				
Lim	13	84	3	=100
Other	4	94	2	=100
Non	3	96	1	=100
Weak				
Lim	41	56	3	=100
Other	18	82	0	=100
Non	20	79	1	=100
Warm				
Lim	57	42	1	=100
Other	81	18	1	=100
Non	80	18	2	=100
Dishonest				
Lim	69	26	5	=100
Other	34	62	4	=100
Non	38	58	4	=100
Leaderlike				
Lim	44	55	1	=100
Other	79	21	0	=100
Non	76	23	1	=100
Angry				
Lim	25	73	2	=100
Other	15	84	1	=100
Non	11	88	1	=100

- 32a. I'm going to read you some things the candidates said during the debate. In answering a question on setting a good example, who said "I'm for opportunity, responsibility and community"-- Clinton, Dole, or don't you recall who said this?

Based on viewers; Lim=144, Other=197, Non=450.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
25	28	25	Clinton
14	15	11	Dole
59	54	61	Don't Recall/Don't Know
<u>2</u>	<u>3</u>	<u>3</u>	Refused
100	100	100	

- 32b. And who said, "When you're president of the United States you have a public trust, and you have to keep that public trust"--Clinton, Dole, or don't you recall?

Based on viewers; Lim=144, Other=197, Non=450.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
7	15	13	Clinton
78	61	62	Dole
15	23	23	Don't Recall/Don't Know
<u>0</u>	<u>1</u>	<u>2</u>	Refused
100	100	100	

33. Since the second presidential debate, which of the following things, if any, have you done? (First/next) have you...

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	
a. Watched people on TV discuss the debate?				
Lim	68	32	*	=100
Other	64	35	1	=100
Non	55	45	*	=100
b. Read a newspaper or magazine article about the debate?				
Lim	52	48	0	=100
Other	53	47	0	=100
Non	39	61	*	=100
c. Saw or heard the results of an opinion poll about who won or lost?				
Lim	70	29	1	=100
Other	70	29	1	=100
Non	62	37	1	=100
d. Listened to a radio talk show that discussed the debate?				
Lim	46	53	1	=100
Other	45	55	0	=100
Non	15	85	*	=100
e. Talked to friends, family or co-workers about the debate?				
Lim	64	36	0	=100
Other	60	40	0	=100
Non	51	49	0	=100

Questions 34 - 35 are based on those who had conversations; Lim=133, Other=195, Non=463.

34. About how many conversations have you had with others about this debate? Was it...

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
38	31	26	Five or more conversations
33	37	38	Three or four, OR
27	32	36	One or two conversations?
<u>2</u>	<u>0</u>	<u>*</u>	Don't know/Refused
100	100	100	

35. In these conversations, how often did other people agree with you...

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	
27	24	28	Almost always
45	44	37	Most of the time
22	27	31	Sometimes
2	3	2	Hardly ever, OR
2	0	*	Never?
<u>2</u>	<u>2</u>	<u>2</u>	Don't know/Refused
100	100	100	

ASK ALL:

INTRO TO Q.36-37: During presidential campaigns, you might hear reports or rumors about the candidates that sound extreme. Sometimes there is no truth to these reports, but other times they turn out to be true. I'm going to ask whether you have heard some different things about the candidates this year, and what you think of them.

36. (First/next), have you heard that.... **(INSERT--READ AND ROTATE, THEN ASK Q.37)**

37. From what you know about (Clinton/Dole), do you think this is ALMOST CERTAINLY true, PROBABLY true, probably FALSE, or ALMOST CERTAINLY false?

a. Many people on Bill Clinton's White House staff are past drug abusers.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	<u>Heard about</u>
80	66	53	Yes
<u>20</u>	<u>34</u>	<u>47</u>	No/Don't know
100	100	100	
			<u>Think is</u>
28	9	7	Almost certainly true
40	39	38	Probably true
24	31	35	Probably false
4	16	14	Almost certainly false
<u>4</u>	<u>5</u>	<u>6</u>	Don't know
100	100	100	

b. Bob Dole is really an extremist who is under the control of the Christian Coalition, the National Rifle Association, and tobacco interests.

<u>Wave IV</u>			
<u>Lim</u>	<u>Other</u>	<u>Non</u>	<u>Heard about</u>
58	60	45	Yes
<u>42</u>	<u>40</u>	<u>55</u>	No/Don't know
100	100	100	
			<u>Think is</u>
4	8	5	Almost certainly true
19	27	31	Probably true
37	39	37	Probably false
38	22	18	Almost certainly false
<u>2</u>	<u>4</u>	<u>9</u>	Don't know
100	100	100	