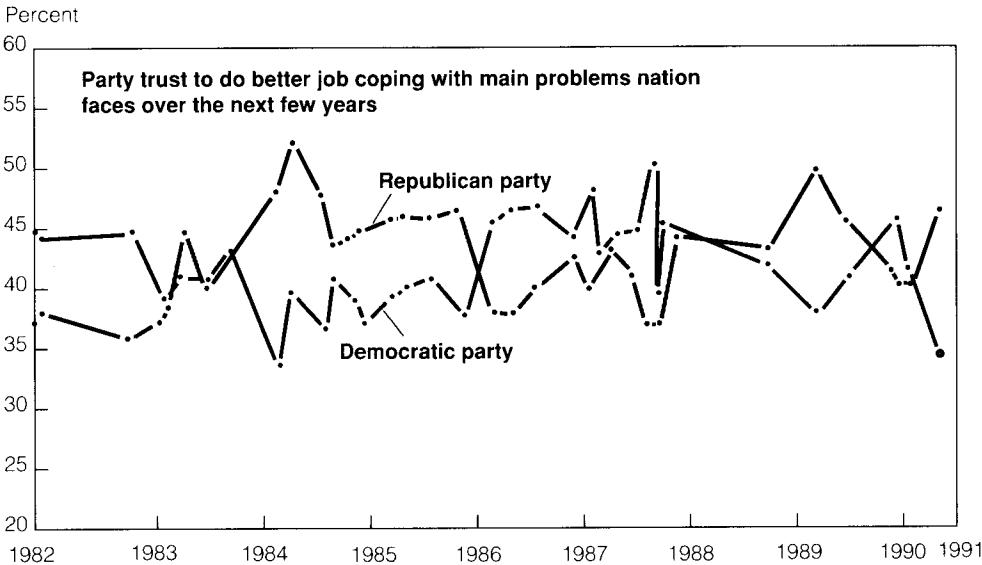


PREVIEW 1992: PARTY IMAGES

An early assessment of the standing of the two parties shows that the Republicans have some substantial strengths. Defense and foreign policy remain Republican strongholds.

Question: Overall, which party, the Democrats or the Republicans, do you trust to do a better job in coping with the main problems the nation faces over the next few years?



Party trust to do better job

	Democratic	Republican	Both equally (vol.)	Neither (vol.)
Sep. 1982	45%	37%	—	10%
Oct. 1982	44	38	—	10
Aug. 1983	45	36	2%	9
Dec. 1983	38	38	—	14
Jan. 1984	42	37	—	11
Feb. 1984	41	45	—	8
May 1984	41	40	—	12
Jul. 1984	44	43	—	9
Jan. 1985	33	49	—	11
Feb. 1985	40	52	—	5
Jun. 1985	36	47	—	10
Jul. 1985	41	43	—	10
Sep. 1985	39	45	—	10
Oct. 1985	37	45	—	11
Feb. 1986	40	46	2	8
Mar. 1986	40	46	2	8
Jun. 1986	41	46	—	8
Sep. 1986	38	47	2	8
Jan. 1987	46	38	3	8
Mar. 1987	47	38	3	6
Jun. 1987	47	41	3	6
Oct. 1987	44	43	2	6
Dec. 1987	49	39	1	6
Jan. 1988	43	44	1	7
Mar. 1988	45	42	1	7
May 1988	45	40	2	7
Jul. 17 1988	43	39	1	10
Jul. 20 1988	51	36	1	7
Aug. 14 1988	47	36	1	11
Aug. 17 1988	40	43	2	8
Sep. 1988	45	45	1	4
Aug. 1989	42	43	4	9
Jan. 1990	38	50	3	6
May 1990	41	45	3	8
Oct. 1990	46	41	1	8
Nov. 1990	42	40	3	11
Mar. 1991	34	47	5	9

Note: * = Registered voters in September 1988 and likely voters in November 1990.
Source: Surveys by ABC News/Washington Post, latest that of March 1-4, 1991.

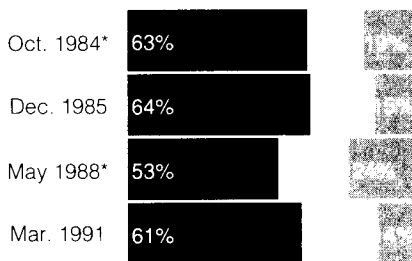
The Strength Dimension

Question: Regardless of how you usually vote, do you think the Republican party or the Democratic party is more likely to make sure U.S. military defenses are strong?

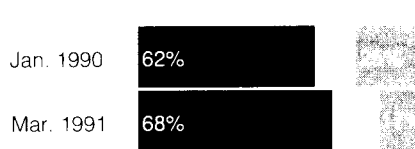
Question: Which political party, the Democrats or the Republicans, do you trust to do a better job maintaining a strong national defense?

Question: Which political party, the Democrats or the Republicans, do you trust to do a better job increasing the influence of the United States in world affairs?

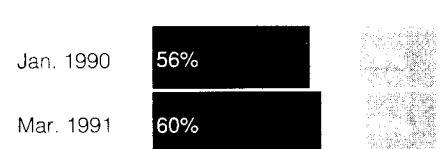
More likely to make sure U.S. military defenses are strong



Trust to do a better job maintaining a strong national defense



Trust to do a better job increasing the influence of the United States in world affairs



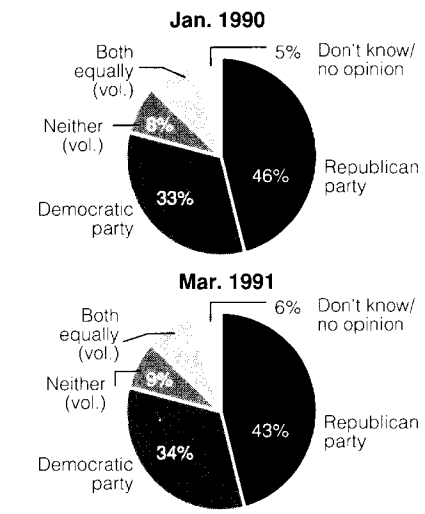
Note: *Sample = registered voters. 1985 survey is a New York Times poll.
Source: Surveys by CBS News/New York Times, latest that of March 4-6, 1991.

Source: Surveys by ABC News/Washington Post, latest that of March 1-4, 1991.

Americans trust the Republican party more than they trust the Democrats to reduce the threat of nuclear war and to keep us out of "World War III." Perhaps reflecting the Gulf War experience, the public believes the Democrats are more likely to keep us out of war more generally.

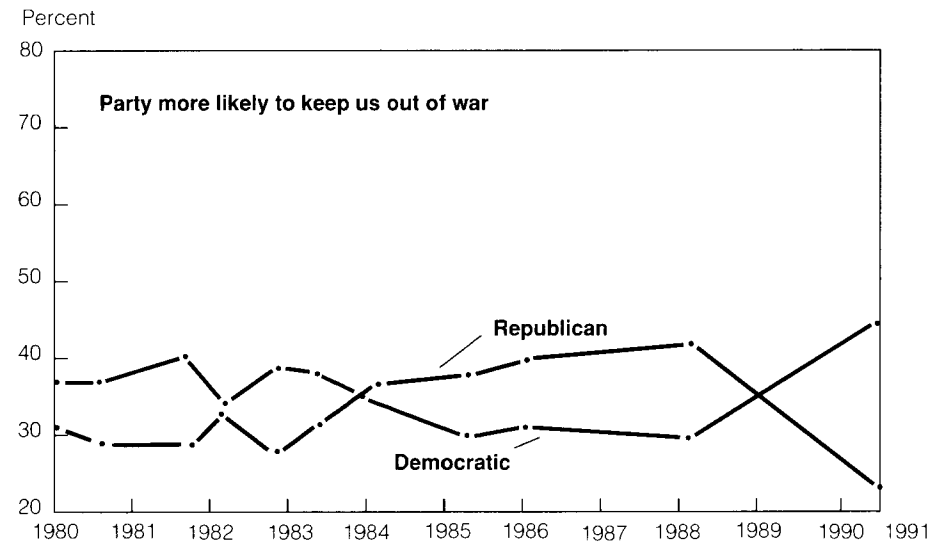
Question: Which political party, the Democrats or the Republicans, do you trust to do a better job reducing the threat of nuclear war?

Trust to do a better job reducing threat of nuclear war



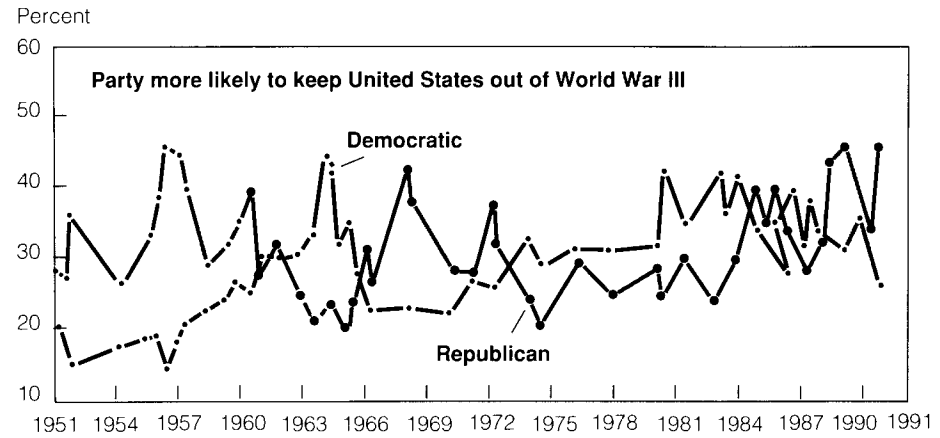
Source: Surveys by ABC News/Washington Post, latest that of March 1-4, 1991.

Question: Regardless of how you usually vote, do you think the Republican party or the Democratic party is more likely to keep us out of war?



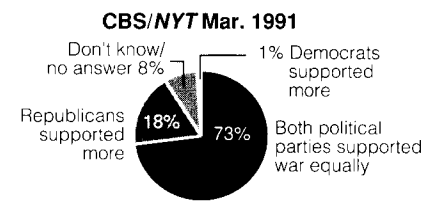
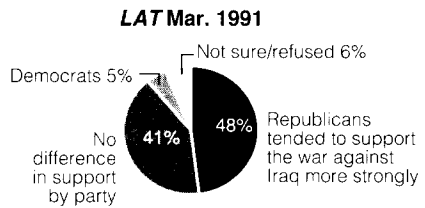
Note: Asked of registered voters in 1982, 1984, 1986, and 1988. In 1988, respondents were asked "Regardless of which presidential candidate you intend to vote for next month, do you think the Republican party or the Democratic party ...". "Neither" and "Don't know/no answer" responses combined.
Source: Surveys by CBS News/New York Times, latest that of March 4-6, 1991.

Question: Looking ahead for the next few years, which political party do you think would be more likely to keep the United States out of World War III—the Republican party or the Democratic party?



Note: March 1, 1991, survey is a Gallup/Newsweek poll. * = Registered voters.
Source: Surveys by the Gallup Organization, latest that of March 1, 1991.

Question: Which political party's politicians tended to support the war against Iraq more strongly? (LAT) During the war with Iraq, do you think one political party supported the war more than the other, or do you think they were equal in their support of the war? (CBS/NYT)

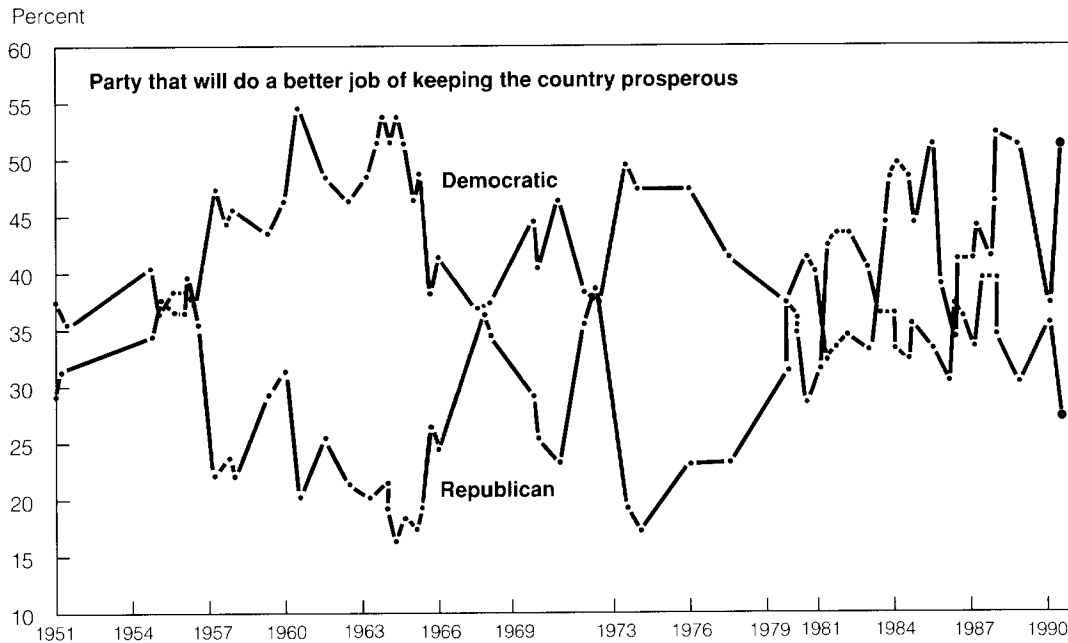


Source: Surveys by CBS News/New York Times (March 4-6, 1991) and the Los Angeles Times (March 9-11, 1991).

Prosperity and Competitiveness

During the 1980s, the Republicans gained the edge on keeping the country prosperous. Today they also lead the Democrats on insuring a strong economy, making American industry competitive, and protecting America's trade interests.

Question: Which political party—the Republican party or the Democratic party—will do a better job of keeping the country prosperous?



Party do a better job keeping country prosperous	Republican party	Democratic party
Nov. 1951	29%	37%
Jan. 1952	31	35
Aug. 1955	34	40
May 1956	36	38
May 1957	35	37
Feb. 1958	22	47
Feb. 1960	29	43
May 1961	20	54
May 1962	25	48
Jan.-Apr. 1963	21	46
Jan. 1964	20	48
Feb. 1965	16	51
Feb. 1966	19	48
Aug. 1968	36	36
Jul. 1970	29	44
Jul. 1971	23	46
Aug. 1972	35	38
Mar. 1974	19	49
Aug. 1976	23	47
Mar. 1978	23	41
Jun. 1980	31	37
Apr. 1981	41	28
Feb. 1982	42	32
Sep. 1983	33	40
Apr. 1984	44	36
Mar. 1985	48	32
Mar. 1986	51	33
Jan. 1987	38	37
Jan. 1988*	42	35
Jul. 1989	51	30
Oct. 1990	37	35
Mar. 1991	51	27

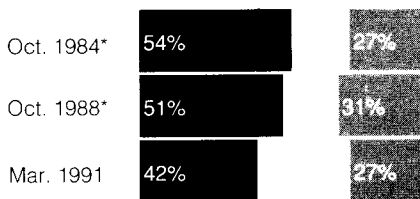
Note: * = Registered voters. March 1991 survey is a Gallup/Newsweek poll.
Source: Surveys by the Gallup Organization, latest that of March 1, 1991.

Question: Regardless of how you usually vote, do you think the Republican party or the Democratic party is...?

Question: Which political party, the Democrats or the Republicans, do you trust to do a better job making American industry competitive with Japan and other countries?

Question: Let me read you some other issues. When it comes to protecting America's interest on trade issues, which party do you think ...?

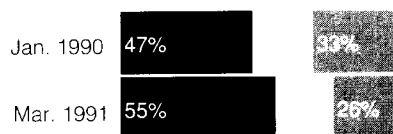
Better able to insure a strong economy



Note: *Sample = registered voters. In 1984 and 1988, respondents were asked "Regardless of which Presidential candidate you intend to vote for next month..."
Source: Surveys by CBS News/New York Times, latest that of March 4-6, 1991.

■ Republican party ■ Democratic party

Trust to do a better job of making American industry competitive with Japan and other countries



Source: Surveys by ABC News/Washington Post, latest that of March 1-4, 1991.

Would better protect America's interests on trade issues

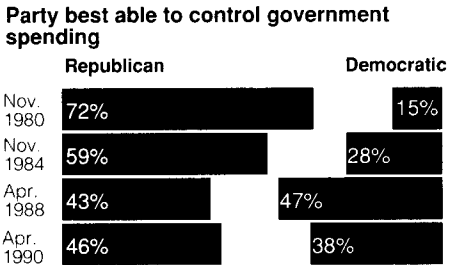


Note: Sample = registered voters.
Source: Surveys by Hart and Teeter Research Companies for NBC News/Wall Street Journal, latest that of March 15-19, 1991.

Economic Sense

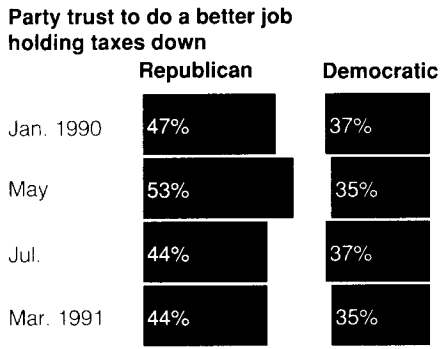
Faith in the Republican party's ability to control federal spending and hold taxes down has slipped, but its superiority in controlling inflation is solid. A plurality believes the Republicans are better recession managers, but the Democrats lead the Republicans as the party best able to keep unemployment down.

Question: I would like to read you a list of issues and would like you to concentrate on the two major political parties, the Democrats and the Republicans. As I read each issue, please tell me whether you think the Republican party or the Democratic party can best handle the problem.



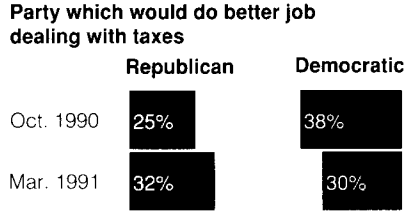
Source: Surveys by the Wirthin Group, latest that of April 16-19, 1990.

Question: Which political party, the Democrats or the Republicans, do you trust to do a better job holding taxes down?



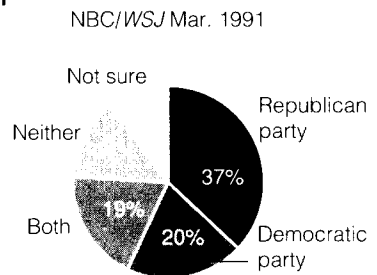
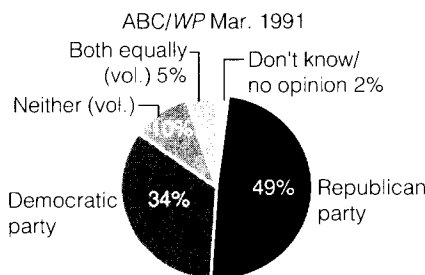
Source: Surveys by the ABC News/Washington Post, latest that of March 1-4, 1991.

Question: Let me read you some other issues. When it comes to dealing with taxes, which party do you think would do a better job—the Democratic party, the Republican party, both about the same, or neither?



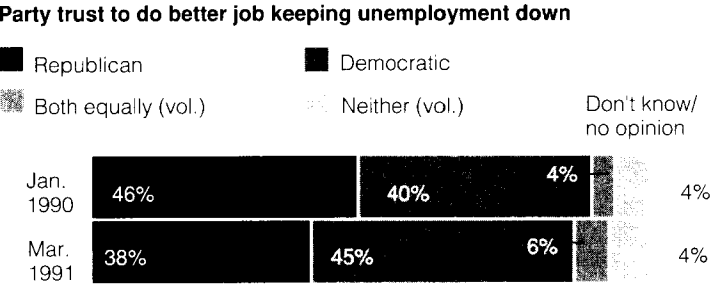
Note: Sample = registered voters. Source: Surveys by Hart and Teeter Research Companies for NBC News/Wall Street Journal, latest that of March 15-19, 1991.

Question: Which political party, the Democrats or the Republicans, do you trust to do a better job ...? (ABC/WP) Let me read you some other issues. When it comes to ..., which party do you think would do a better job—the Democratic party, the Republican party, both about the same, or neither? (NBC/WSJ)



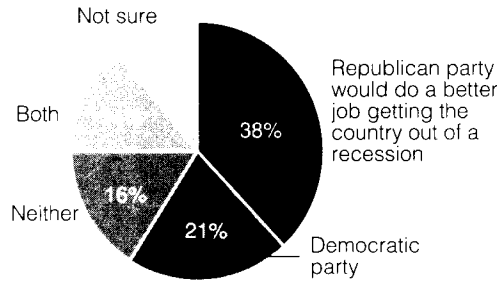
Source: Survey by ABC News/Washington Post, March 1-4, 1991, and NBC News/Wall Street Journal, March 15-19, 1991.

Question: Which political party, the Democrats or the Republicans, do you trust to do a better job keeping unemployment down?



Source: Surveys by ABC News/Washington Post, latest that of March 1-4, 1991.

Question: Let me read you some issues again. When it comes to getting the country out of a recession, which party do you think would do a better job, the Democratic party, the Republican party, both about the same, or neither?



Note: Sample = registered voters. Source: Surveys by Hart and Teeter Research Companies for NBC News/Wall Street Journal, March 15-19, 1991.

Handling the Domestic Agenda

The Democrats tend to inspire confidence on domestic matters such as health care, social security, and helping the elderly. Crime, though, another element of the strength dimension, favors the Republicans.

Question: Which political party, the Democrats or the Republicans, do you trust to do a better job improving education and the schools?

Question: Let me read you some issues again. When it comes to strengthening our educational system, which party do you think would do a better job, the Democratic party, the Republican party, both about the same or neither?

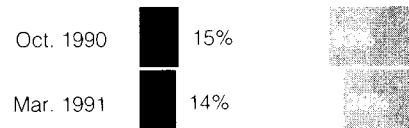
■ Republican party ■ Democratic party

Trust to do a better job improving education and the schools



Source: Surveys by ABC News/Washington Post, latest that of March 1-4, 1991.

Would do better job strengthening educational system



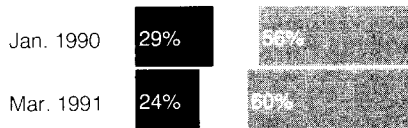
Source: Surveys by NBC News/Wall Street Journal, latest that of March 15-19, 1991.

Question: Which political party, the Democrats or the Republicans, do you trust to do a better job ...?

Question: Let me read you some issues again. When it comes to providing better health care, which party do you think would do a better job—the Democratic party, the Republican party, both about the same, or neither?

■ Republican party ■ Democratic party

Trust to do a better job helping the elderly



Source: Survey by ABC News/Washington Post, latest that of March 1-4, 1991.

Trust to do a better job protecting the Social Security system



Would do a better job providing better health care



Source: Surveys by Hart Teeter Research Companies for NBC News/Wall Street Journal, March 15-19, 1991.

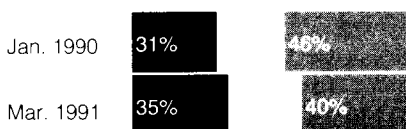
Question: Which political party, the Democrats or the Republicans, do you trust to do a better job ...? (ABC/WP) Let me read you some issues again. When it comes to ..., which party do you think would do a better job—the Democratic party, the Republican party, both about the same, or neither? (NBC/WSJ)

Question: Which political party, the Democrats or the Republicans, do you trust to do a better job handling the crime problem?

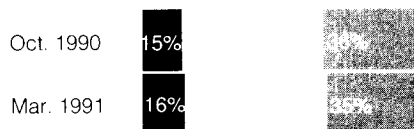
■ Republican party ■ Democratic party

Would do better job protecting the environment

ABC/WP



NBC/WSJ



Note: NBC/WSJ samples = registered voters*

Source: Surveys by ABC News/Washington Post and Hart and Teeter Research Companies for NBC News/Wall Street Journal, latest that of March 15-19, 1991.

Trust to do a better job handling the crime problem



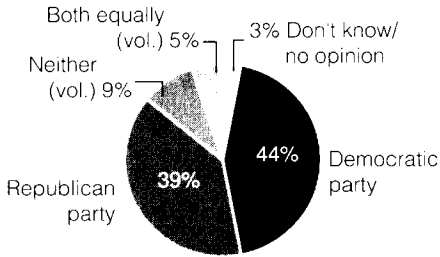
Source: Survey by ABC News/Washington Post, latest that of March 1-4, 1991.

Looking Out for Us

Democrats can claim to be the party of the "common man," while the Republican's reputation as a party of the privileged sticks. The Democrats are also judged better able to aid women and minorities.

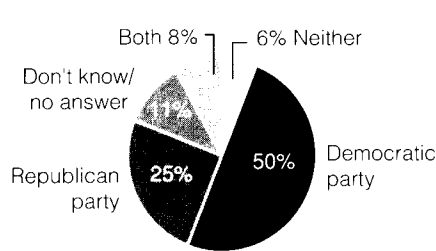
Question: Which political party, the Democrats or the Republicans, better represents the interests of people like yourself?

Party that (better represents the interests of/cares more about) the needs and problems of people like yourself?



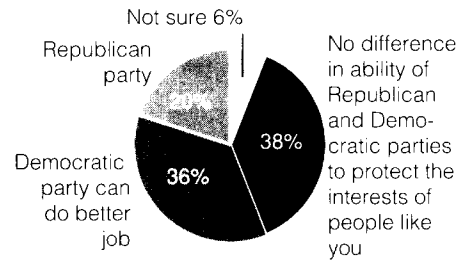
Source: Survey by the ABC News/Washington Post, March 1-4, 1991.

Question: Regardless of how you usually vote, do you think the Republican party or the Democratic party cares more about the needs and problems of people like yourself?



Source: Survey by the CBS News/New York Times, March 4-6, 1991.

Question: Do you think the Democratic party or the Republican party can do a better job protecting the interests of people like you?

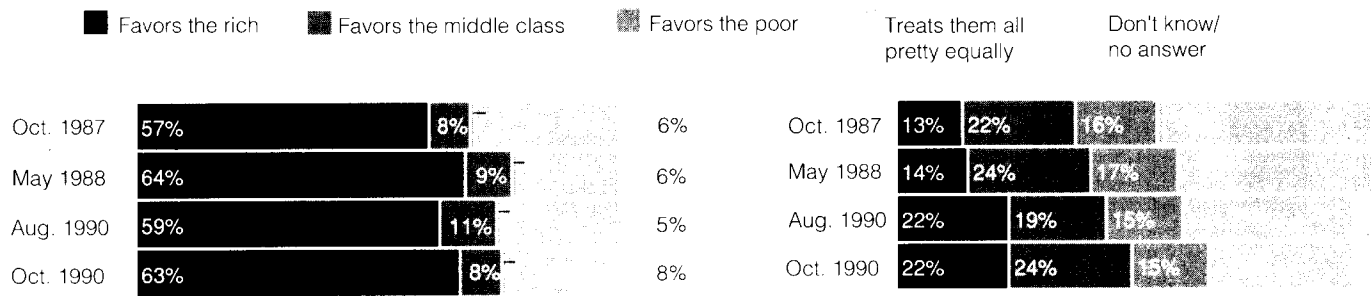


Source: Survey by Yankelovich Clancy Shulman for Time and Cable News Network, October 10, 1990.

Question: In general, do you think the (Republican/Democratic) party favors the rich, favors the middle class, or favors the poor, or does it treat them all pretty much the same?

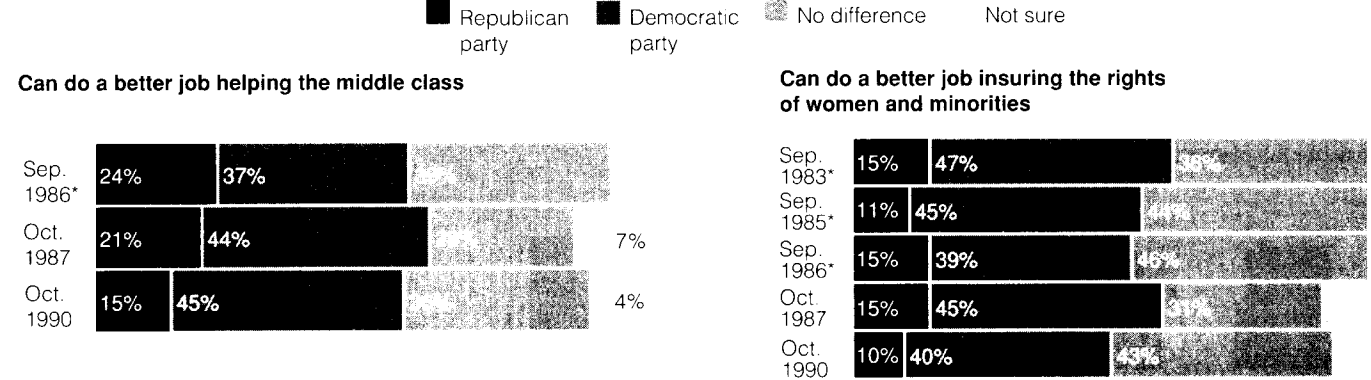
The Republican party ...

The Democratic party...



Note: Sample in 1988 survey consisted of registered voters. Source: Surveys by CBS News/New York Times, latest that of October 28-31, 1990.

Question: Do you think the Democratic party or the Republican party ...?

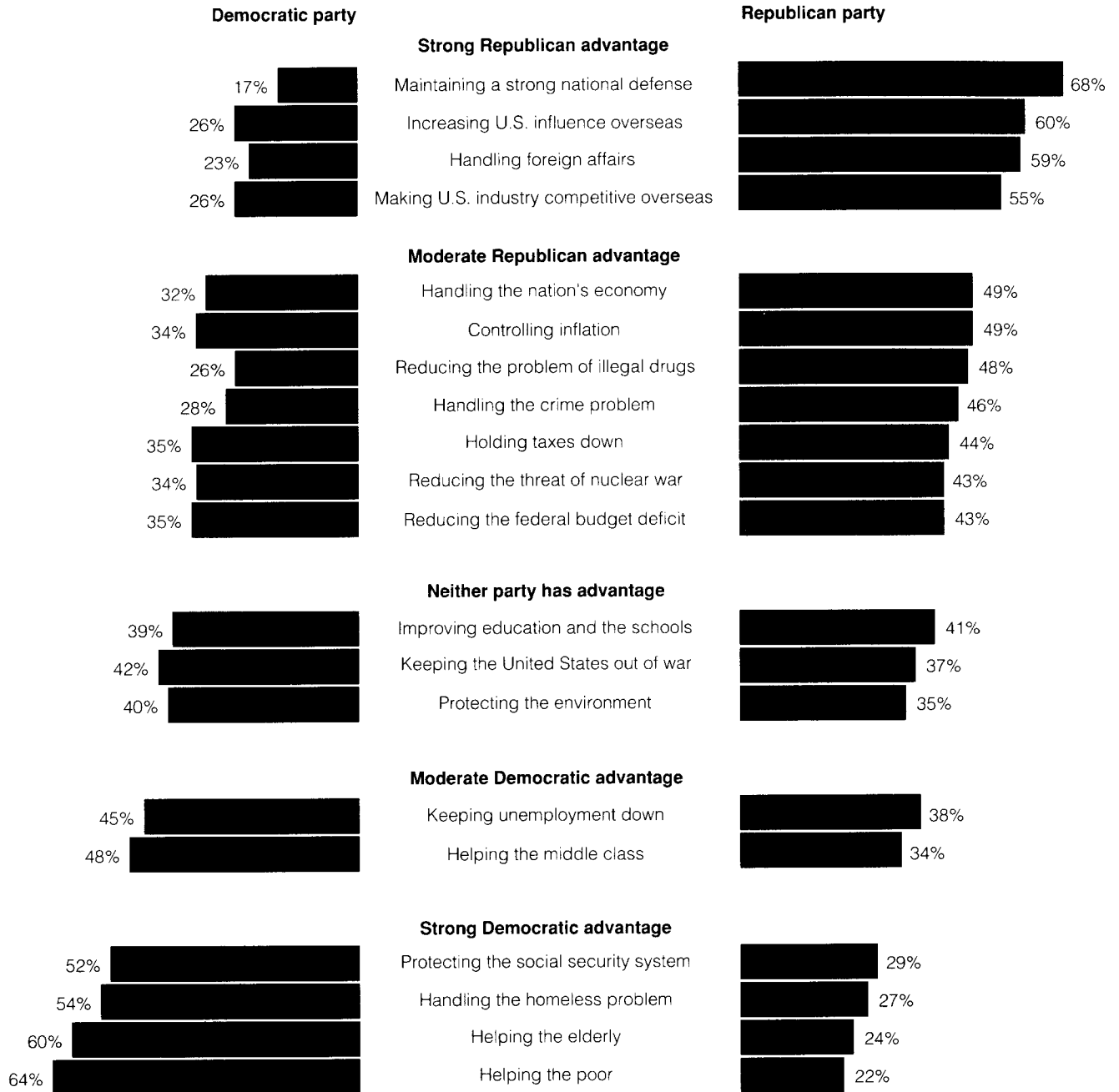


Note: * = "No difference/not sure" combined response. Source: Surveys by Yankelovich Clancy Shulman for Time and Cable News Network, latest that of October 10, 1990.

Summing Up: Advantage GOP?

Heading into 1992, the Republicans appear to have more voting issue advantages than the Democrats. Their support is strongest in areas of national security and foreign affairs, less so on economic issues. The Democrats enjoy their strongest advantages on "compassion issues," like helping the homeless, the elderly, and the poor.

Question: Which political party, the Republicans or the Democrats, do you trust to do a better job ...?



Source: Survey by ABC News/Washington Post, March 4-6, 1991

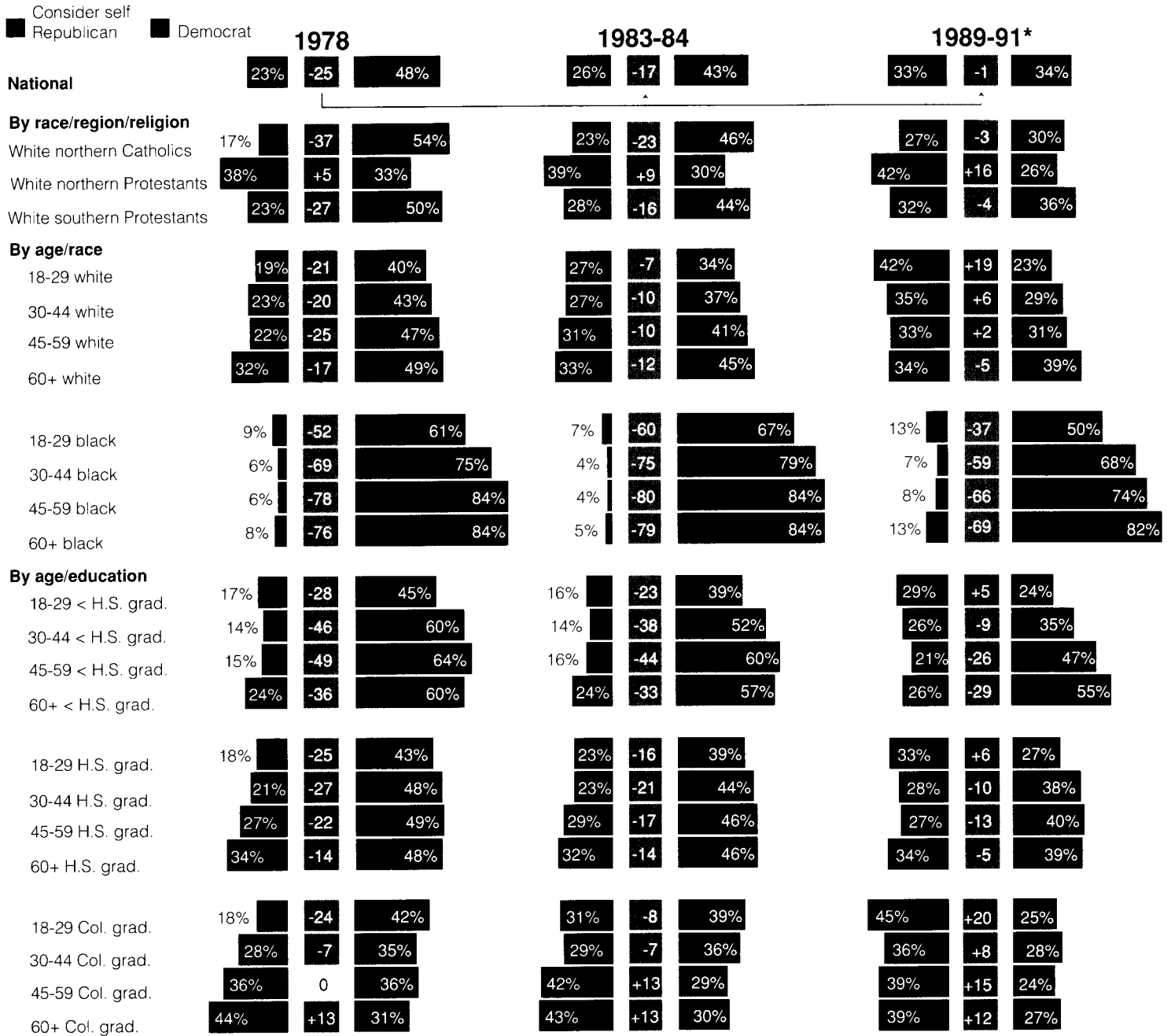
Changes in Party Identification

The Republican party has made striking gains over the last decade in party identification. In 1978, Democrats had a 25 percentage point lead. In 1989-91, though, the parties stand at parity. Democratic support among the party's traditional constituencies—for example, women, minorities, the less educated—has ebbed.



Note: * = Gallup surveys for Newsweek, October 1989-February 1991 combined. Respondents were asked: "As of today, do you consider yourself a Republican, a Democrat, or an Independent?"
 Source: Surveys by the Gallup Organization.

After tilting Democratic in the late 1970s, college graduates ages 18-44 are now one of the Republican party's strongest constituencies. Blacks are still heavily Democratic, though less so than in the past.



Note: * = Gallup surveys for Newsweek, October 1989-February 1991 combined. Respondents were asked: "As of today, do you consider yourself a Republican, a Democrat, or an Independent?"
 Source: Surveys by the Gallup Organization.