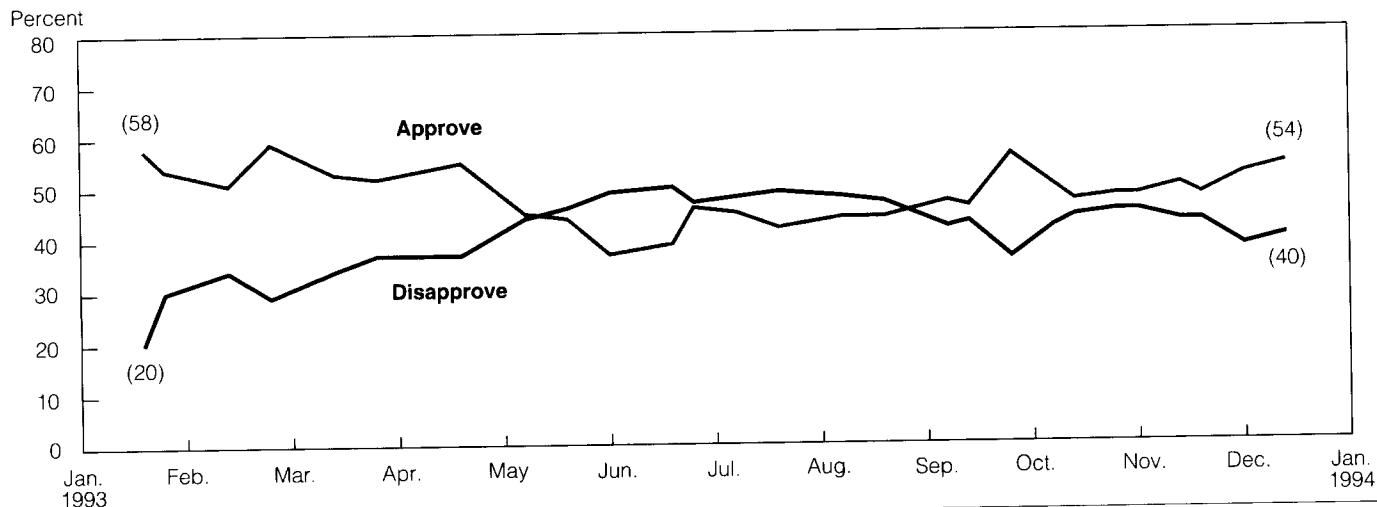


# PRESIDENT CLINTON AT YEAR ONE

By year's end, President Clinton's approval ratings had moved upward from summer lows. Still, in terms of an overall approval rating for the first year in office, he trailed all his predecessors except Gerald Ford.

Question: **Do you approve or disapprove of the way Bill Clinton is handling his job as president?**

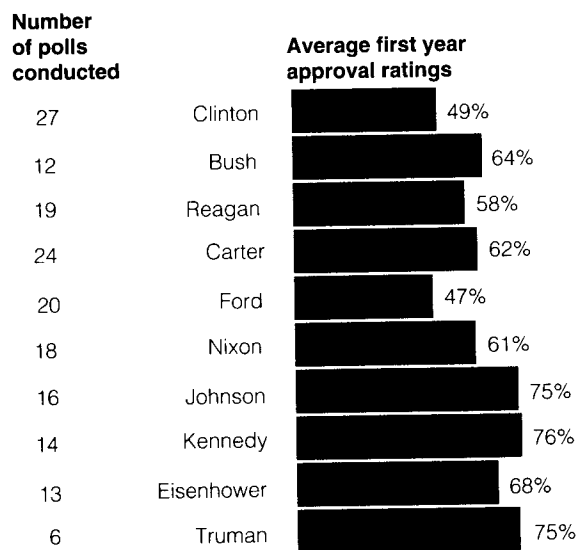


Source: Surveys by the Gallup Organization for *USA Today* and CNN, latest that of December 17-19, 1993.

## Recent ratings

| Date     | Organization                         | Approve | Disapprove |
|----------|--------------------------------------|---------|------------|
| 10/3/93  | ABC News                             | 52%     | 36%        |
| 10/6-7   | CBS News/ <i>New York Times</i>      | 48      | 39         |
| 10/7     | Yankelovich/ <i>Time</i> /CNN        | 46      | 45         |
| 10/7-10  | <i>Washington Post</i>               | 51      | 43         |
| 10/8-10  | Gallup/ <i>USA Today</i> /CNN        | 50      | 42         |
| 10/13-18 | Gallup/ <i>USA Today</i> /CNN        | 47      | 44         |
| 10/18-19 | CBS News/ <i>New York Times</i>      | 43      | 42         |
| 10/21    | Yankelovich/ <i>Time</i> /CNN        | 43      | 46         |
| 10/22-26 | NBC News/ <i>Wall Street Journal</i> | 47      | 43         |
| 10/26-28 | Public Opinion Strategies            | 51      | 38         |
| 10/28    | Yankelovich/ <i>Time</i> /CNN        | 45      | 44         |
| 10/28-30 | Gallup/ <i>USA Today</i> /CNN        | 48      | 45         |
| 10/31    | ABC News                             | 52      | 41         |
| 11/2-4   | Gallup/ <i>USA Today</i> /CNN        | 48      | 45         |
| 11/3-7   | American Viewpoint                   | 43      | 41         |
| 11/11    | Yankelovich/ <i>Time</i> /CNN        | 42      | 46         |
| 11/11-14 | CBS News/ <i>New York Times</i>      | 46      | 41         |
| 11/11-14 | ABC News/ <i>Washington Post</i>     | 49      | 45         |
| 11/15-16 | Gallup/ <i>USA Today</i> /CNN        | 50      | 43         |
| 11/19-21 | Gallup/ <i>USA Today</i> /CNN        | 48      | 43         |
| 12/2     | Yankelovich/ <i>Time</i> /CNN        | 46      | 43         |
| 12/2-5   | Times Mirror Center                  | 48      | 36         |
| 12/4-6   | Gallup/ <i>USA Today</i> /CNN        | 52      | 38         |
| 12/4-7   | <i>Los Angeles Times</i>             | 55      | 35         |
| 12/5-7   | CBS News                             | 51      | 37         |
| 12/6-8   | Mellman-Lazarus-Lake/Tarrance Group  | 57      | 36         |
| 12/11-14 | NBC News/ <i>Wall Street Journal</i> | 56      | 33         |
| 12/13-14 | CBS News                             | 49      | 38         |
| 12/15-19 | ABC News/ <i>Washington Post</i>     | 58      | 40         |
| 12/17-19 | Gallup/ <i>USA Today</i> /CNN        | 54      | 40         |

## Clinton and his predecessors

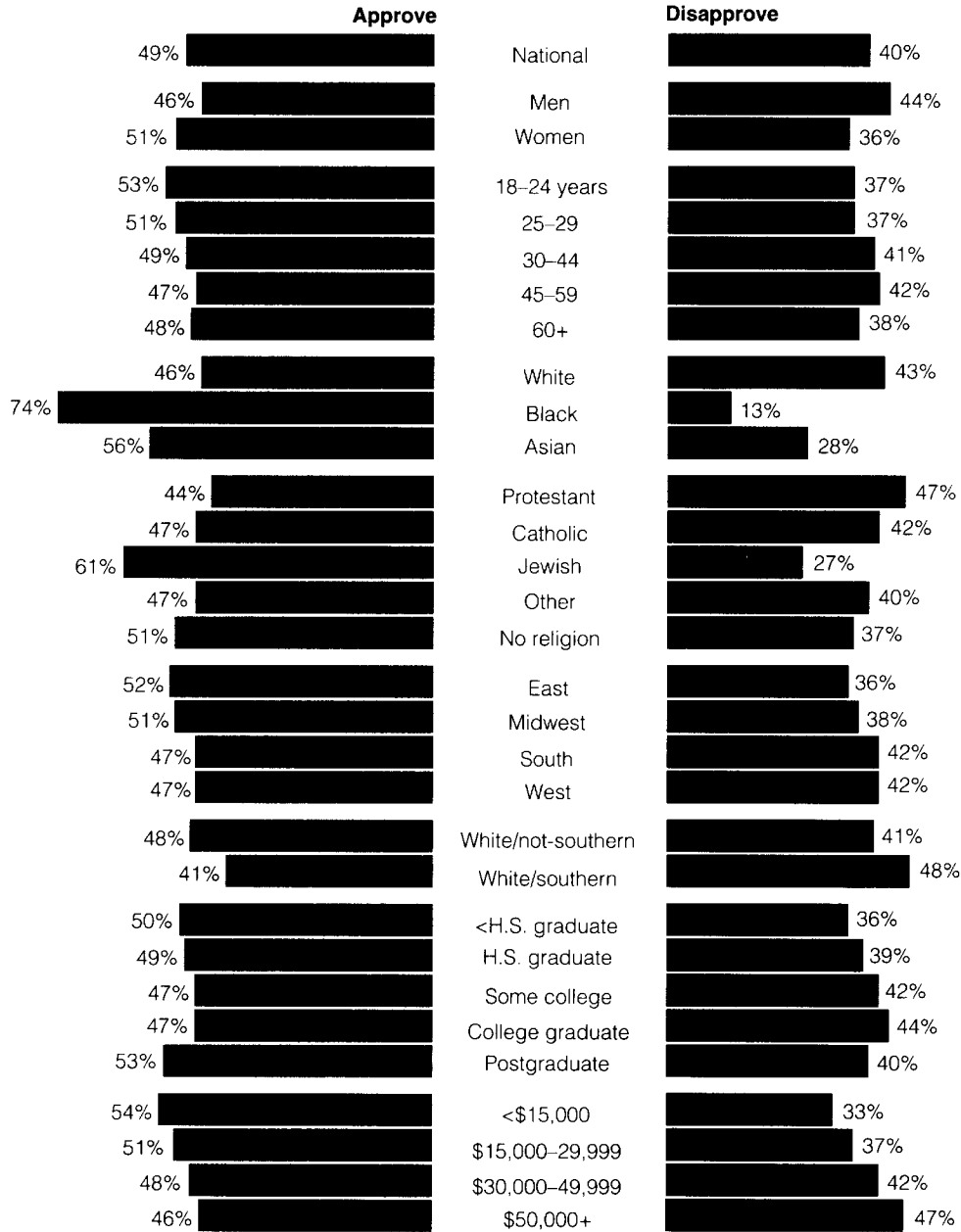


Source: Surveys by the Gallup Organization, latest that of December 17-19, 1993, for *USA Today* and CNN.

# Group Variations in Clinton's Ratings

Differences in the way demographic groups rated this president in his first year were generally small and in the expected direction. He was more popular with women than men, less popular in the South and West than in other regions, and most popular with traditionally Democratic groups including liberals, Jews, and blacks.

Question: **Do you approve or disapprove of the way Bill Clinton is handling his job as president?**



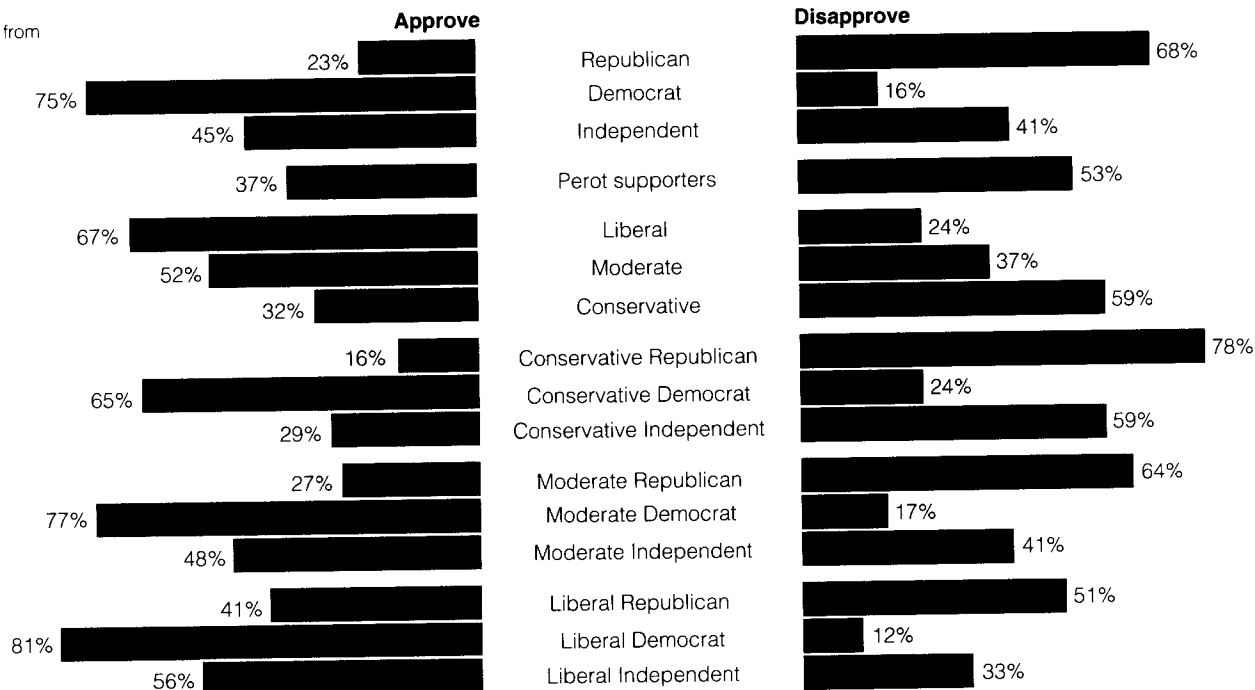
(Continued on page 84)

**Note:** Data from surveys conducted from January through November were combined. Sample=26,025 adults.  
**Source:** Surveys conducted by the Gallup Organization for *USA Today* and CNN, latest that of November 15-16, 1993.

# Favorability Ratings

Sixty-five percent of conservative Democrats and 81 percent of liberal ones approved of the job Clinton was doing as president. He began the year with high favorability ratings, suffered some erosion and then recovered some. Hillary Rodham Clinton's favorables, like those of the president, significantly outweighed the negatives at year's end.

Continued from page 83

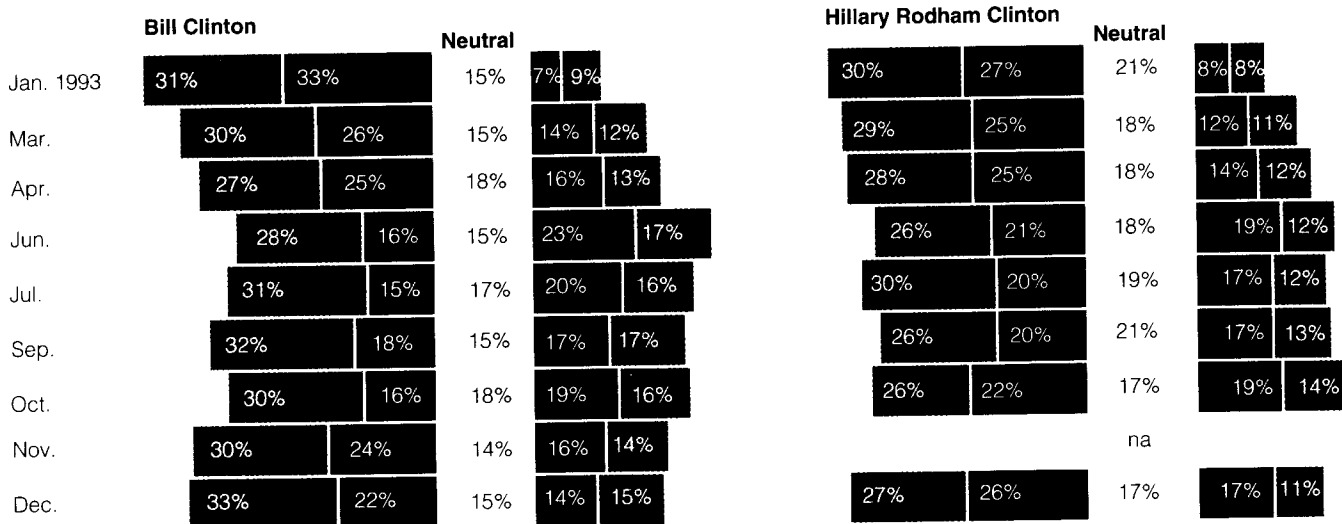


Note: Data from surveys conducted from January through November were combined.  
 Source: Surveys conducted by the Gallup Organization for USA Today and CNN, latest that of November 15-16, 1993.

Question: I'm going to read you the names of several public figures. I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

Feelings toward...are...

Somewhat positive ■ Very positive ■ Very negative ■ Somewhat negative



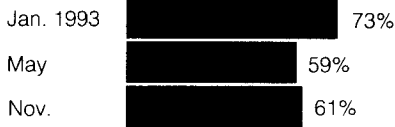
Source: Surveys by NBC News/Wall Street Journal, latest that of December 11-14, 1993.

# The Positives

President Clinton gets high marks for seeking the right changes for the country, being well informed, caring about "people like you," being intelligent, and representing change.

Question: **Do you think the changes Clinton is seeking are mainly the right changes for the country or mainly the wrong ones?**

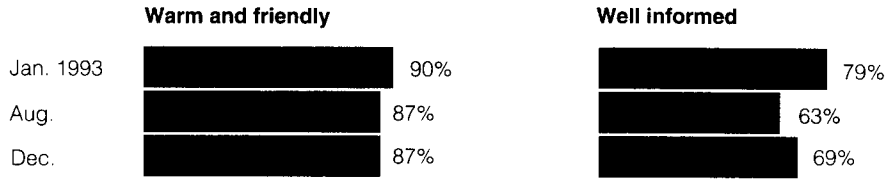
## Changes Clinton is seeking are mainly the right ones for the country



Source: Surveys by ABC News/Washington Post, latest that of November 11-14, 1993.

Question: **As I read some opposite phrases, tell me which one best reflects your impressions of Bill Clinton, so far.**

## So far, Bill Clinton impresses you as...



Note: "Cold and aloof" and "Not well informed" responses not shown.

Source: Surveys by Princeton Survey Research Associates for the Times Mirror Center for the People and the Press, latest that of December 2-5, 1993.

Question: **Do you think President Clinton cares about the needs and problems of people like yourself?**

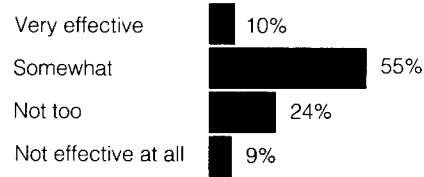
## Clinton cares about the needs and problems of people like yourself



Source: Surveys by CBS News/New York Times, latest that of November 11-14, 1993.

Question: **How effective a president has Bill Clinton been so far...?**

## So far, Bill Clinton has been...



Source: Survey by the Los Angeles Times, December 4-7, 1993.

Question: **Please tell me how well each word or phrase describes Bill Clinton—extremely well, quite well, not too well, or not well at all?**

## Describes Clinton extremely/quite well

### Intelligent



### Has a vision for the United States



### Represents change



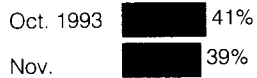
Source: Survey Public Opinion Strategies, October 26-28, 1993.

# The Doubts

The jury is still out on whether this president is a different kind of Democrat. We have doubts about his relationship with the military and his organizational and leadership abilities. A plurality say Washington has changed Clinton more than he has changed it.

Question: I'm going to read off some personal characteristics and qualities. As I read each one, please tell me whether you think it applies or doesn't apply to President Bill Clinton.

### Works well with the military



Source: Surveys by the Gallup Organization for USA Today and CNN, latest that of November 2-4, 1993.

Question: Do you think President Bill Clinton...?

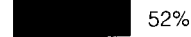
### President Clinton tries to do too many things at once



Source: Survey by Louis Harris and Associates, November 11-15, 1993.

Question: Which one of the following statements comes closer to your view...?

### Bill Clinton has tried to tackle too many of the country's problems



Source: Survey by the NBC News/Wall Street Journal, December 11-14, 1993.

Question: As I read some opposite phrases, tell me which one best reflects your impressions of Bill Clinton? Does Bill Clinton impress you as someone who...?

### Bill Clinton keeps his promises



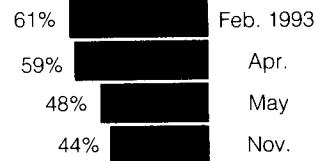
### Does not



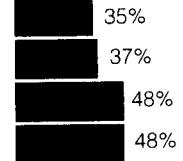
Source: Survey by Princeton Survey Research Associates for the Times Mirror Center for the People and the Press, December 2-5, 1993.

Question: Which of these statements comes closer to your view...?

### Clinton is a new-style Democrat who will be careful with the public's money



### Beneath it all, Clinton is an old-style, tax-and-spend Democrat



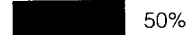
Note: This question has been asked in slightly different ways by a number of survey organizations. In July, September, and October, NBC News/Wall Street Journal pollsters found that 38%, 37%, and 41% said Clinton was a tax-and-spend, big-government Democrat. Fifty-four percent, 54%, and 50% said he was a different kind.  
Source: Surveys by the ABC News/Washington Post, latest that of November 11-14, 1993.

Question: Do you think President Bill Clinton is a strong and decisive leader, or not?

### President Clinton is a strong and decisive leader



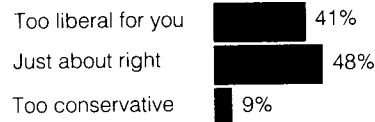
### Is not



Note: A November Harris poll found that 51% said Clinton was a strong leader, 49% said no or not sure.  
Source: Survey ABC News/Washington Post, November 11-14, 1993.

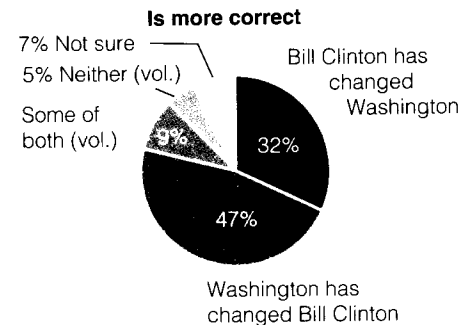
Question: Would you say Clinton's views are...?

### Clinton's views are...



Note: The Los Angeles Times found in June that 28% said Clinton's views were too liberal for them, 3% too conservative, and 32% just about right.  
Source: Survey by ABC News/Washington Post, August 6-8, 1993.

Question: Which one of the following statements do think is more correct?



Source: Survey by the NBC News/Wall Street Journal, December 11-14, 1993.