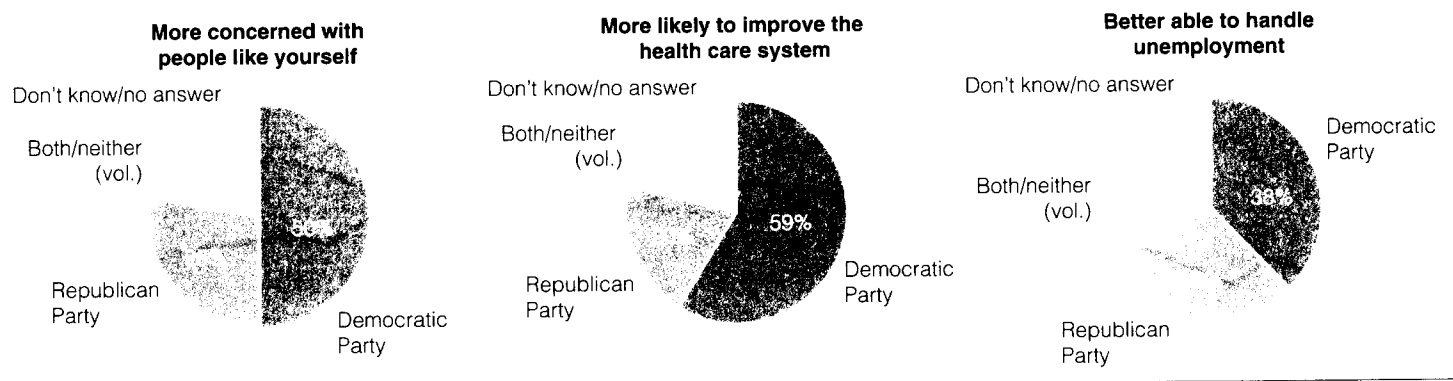


WHERE THE PARTIES ARE TODAY

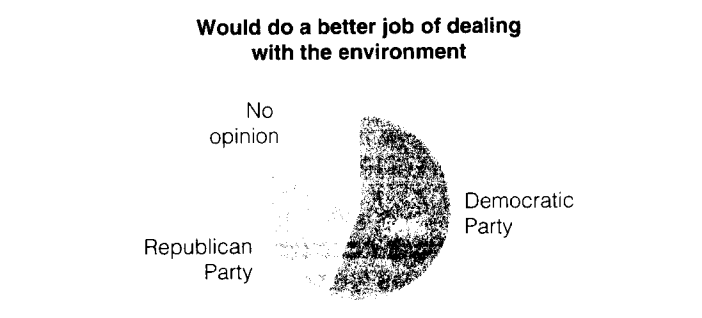
Party images are less well defined than in the past, but Democrats and Republicans have clear strengths. The Democrats are seen as doing better handling unemployment and health care while the Republicans lead on taxes and national defense. The data here do not tell us how voters will rank these issues in importance in elections.

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



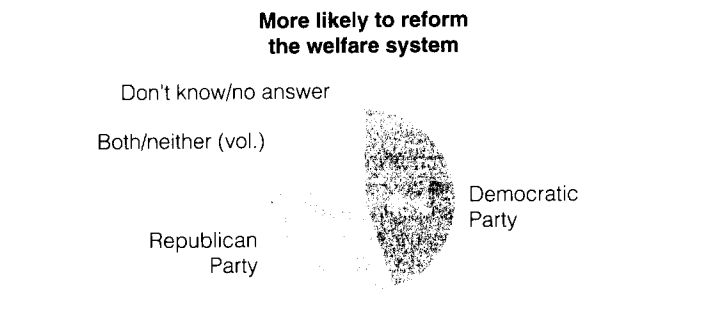
Source: Survey by CBS News/New York Times, January 15-17, 1994.

Question: **Do you think the Republican Party or the Democratic Party would do a better job of dealing with each of the following issues and problems?**



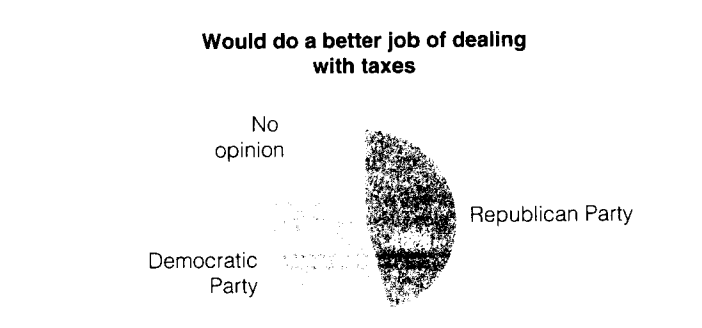
Source: Survey by the Gallup Organization, December 17-19, 1993.

Question: **Regardless of how you usually vote, do you think the Republican Party or the Democratic Party is more likely to reform the welfare system?**

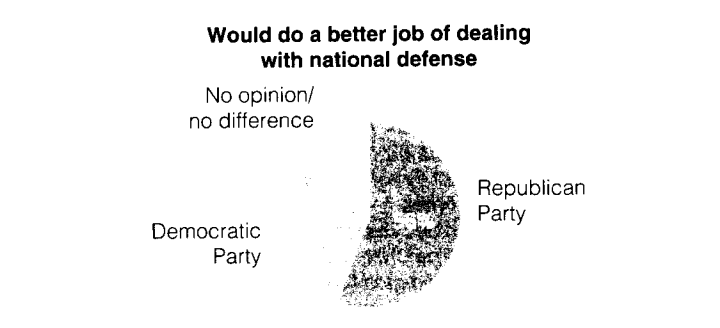


Source: Survey by CBS News/New York Times, January 15-17, 1994.

Question: **Do you think the Republican Party or the Democratic Party would do a better job of dealing with each of the following issues and problems?**



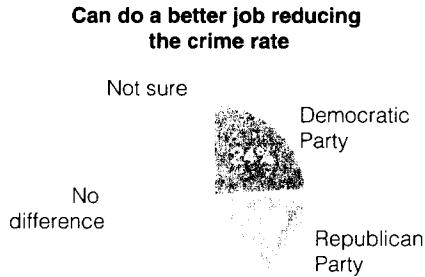
Source: Survey by the Gallup Organization, December 17-19, 1993.



Battlegrounds

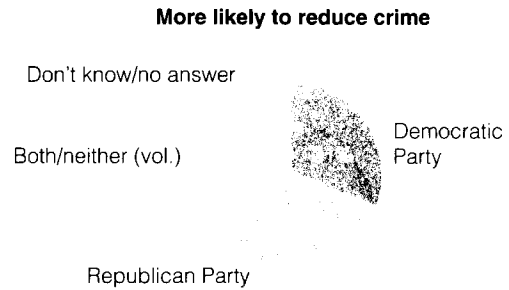
Today there are a number of battleground areas between the parties. Crime is one where the parties appear evenly matched. Probably because Americans don't think very much about the deficit, questions asked at the same time produce different results.

Question: **Do you think the Democratic Party or the Republican Party can do a better job in each of the following, or do you think there's any difference between them?**



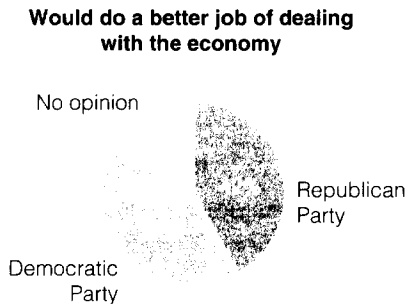
Source: Survey by Yankelovich Partners for *Time* and CNN, January 17-18, 1994.

Question: **Regardless of how you usually vote, do you think the Republican Party or the Democratic Party is more likely to reduce crime?**



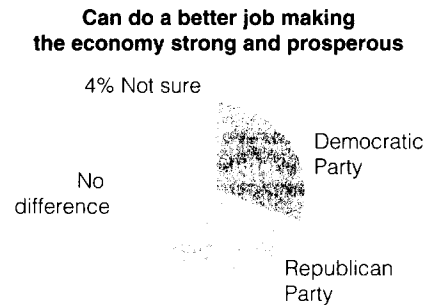
Source: Survey by CBS News/*New York Times*, January 15-17, 1994.

Question: **Do you think the Republican Party or the Democratic Party can do a better job dealing with each of the following issues and problems?**



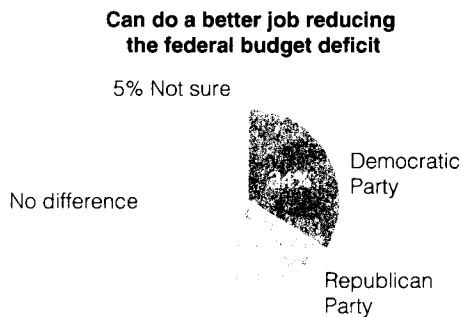
Source: Survey by the Gallup Organization, December 17-19, 1993.

Question: **Do you think the Democratic Party or the Republican Party can do a better job making the economy strong and prosperous, or don't you think there's any difference between them?**



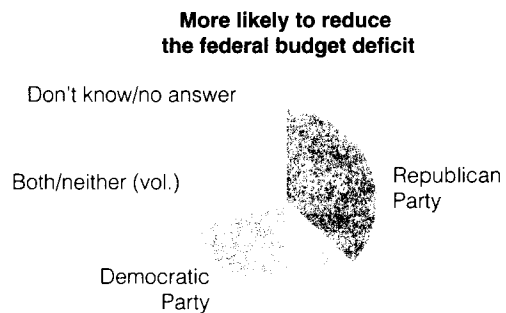
Source: Survey by Yankelovich Partners for *Time* and CNN, January 17-18, 1994.

Question: **Do you think the Democratic Party or the Republican Party can do a better job in each of the following, or don't you think there's any difference between them?**



Source: Survey by Yankelovich Partners for *Time* and CNN, January 17-18, 1994.

Question: **Regardless of how you usually vote, do you think the Republican Party or the Democratic Party is more likely to reduce the federal budget deficit?**

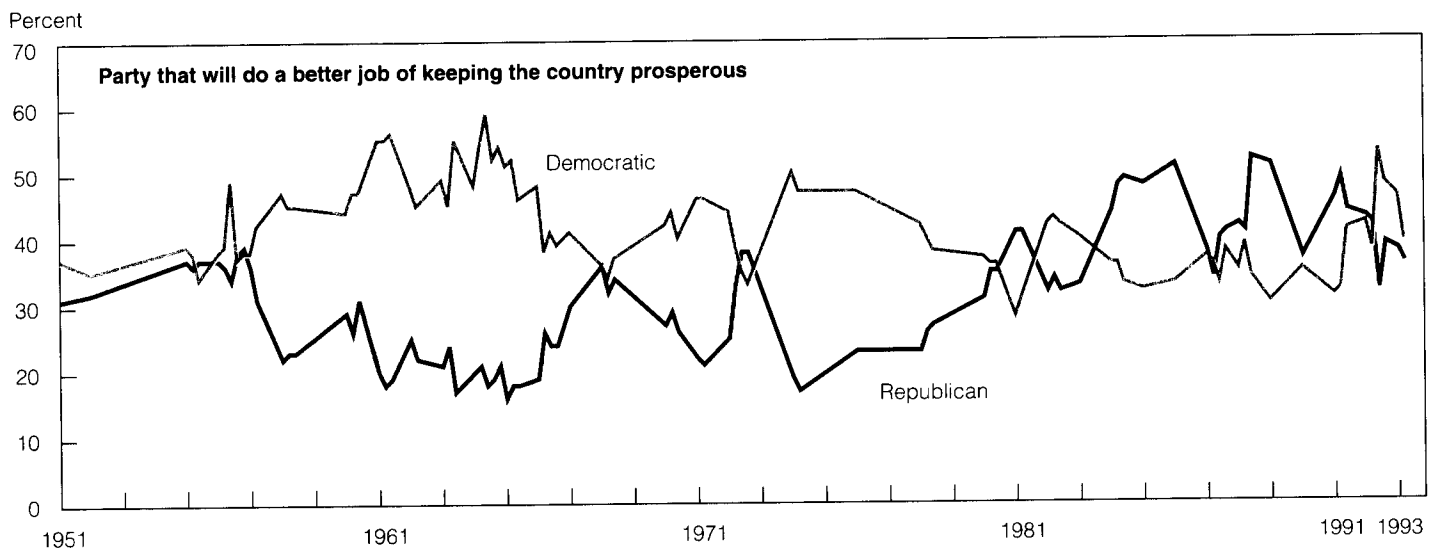


Source: Survey by CBS News/*New York Times*, January 15-17, 1994.

Economics

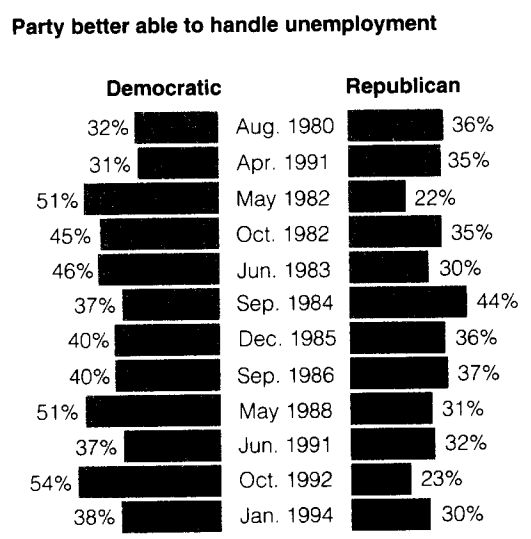
In the 1960s and 1970s, the Democrats generally bested the GOP on keeping the country prosperous. In recent years, the matchups have been closer. Economic conditions clearly influence our views of which party can better handle unemployment. The GOP has gained over the last several decades in terms of its ability to deal with taxes.

Question: **Looking ahead for the next few years, which political party do you think would do a better job of keeping the country prosperous—the Republican or the Democratic Party?**



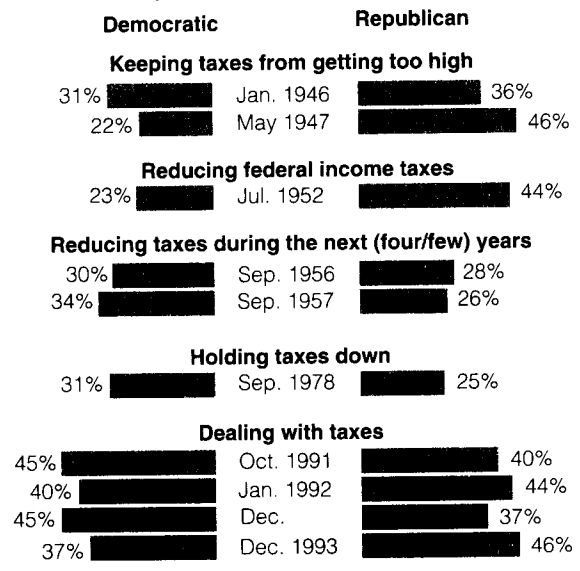
Note: "Looking ahead for the next few years" was periodically omitted from the question.
 Source: Surveys by the Gallup Organization, latest that of August 8-10, 1993, for USA Today and CNN.

Question: **Regardless of how you usually vote, do you think the Republican Party or the Democratic Party is better able to handle unemployment?**



Source: Surveys by CBS News/New York Times, latest that of January 15-17, 1994.

Party that would do a better job...

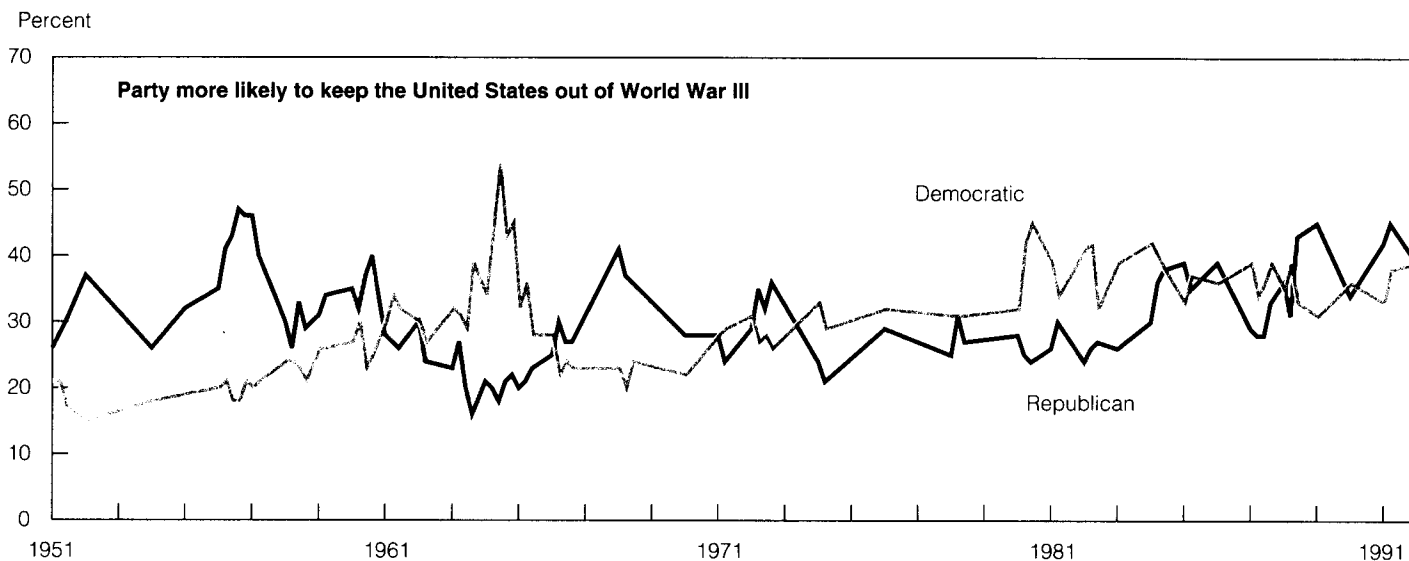


Note: Question wordings—As you feel today, which political party—the Democratic or the Republican—can handle each of these problems better/best (1946-47, 1952, 1978); Which party—the Democratic or Republican—do you think would do the best job of reducing taxes during the next (four/few) years (1956-57); Do you think the Republican Party or the Democratic Party would do a better job of dealing with each of the following issues and problems? (1991-93).
 Source: Surveys by the Gallup Organization, latest that of December 17-19, 1993, for USA Today and CNN.

Foreign Policy

The specter of World War III may not be as powerful as it was in the past, but the GOP has an edge over the Democrats in keeping the United States out of such a conflagration. The GOP has also gained over time on handling national defense and foreign policy.

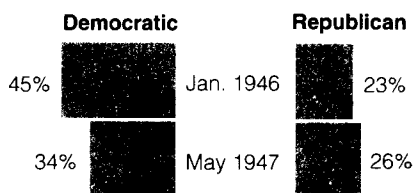
Question: **Looking ahead for the next few years, which political party do you think would be more likely to keep the United States out of World War III—the Republican Party or the Democratic Party?**



Source: Surveys by the Gallup Organization, latest that of February 6-9, 1992.

Question: **As you feel today, which political party—the Democratic or the Republican—can handle each of these problems better?**

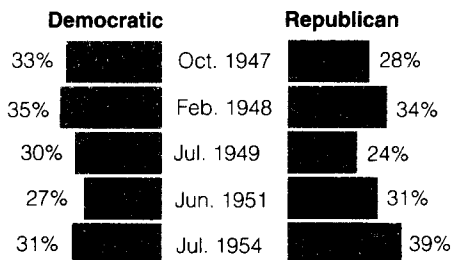
Party that can handle dealing with world affairs better



Source: Surveys by the Gallup Organization, latest that of May 14-17, 1947.

Question: **As you feel today, which political party—the Democratic or the Republican—do you think can best handle foreign affairs—that is, dealing with Russia and other countries?**

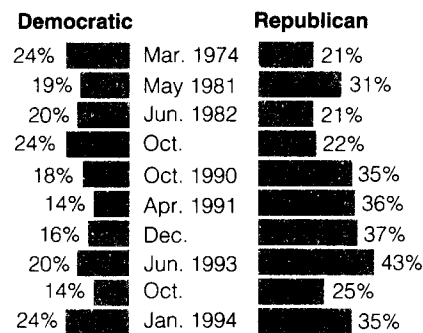
Party that can best handle foreign affairs/dealing with Russia and other countries



Source: Surveys by the Gallup Organization, latest that of July 16-21, 1954.

Question: **Do you think the Democratic Party or the Republican Party can do a better job in each of the following, or don't you think there's any difference between them?**

Party that can do a better job of managing the country's foreign policy*



Note: *In 1974-82, refers to "foreign affairs and relations abroad." "No difference" responses ranged from 28-56%.
Source: Surveys by Yankelovich Partners for Time and CNN, latest that of January 17-18, 1994.

Some Gaps Narrow

The Democrats have lost ground with skilled workers and labor union members though they are still seen as the party that best serves these groups. The Democrats are also identified with women, and the GOP with wealthy people. Today the Democrats have a big advantage on dealing with race relations. This was not always the case.

Question: **As you feel today, which political party—the Republican or the Democratic—do you think serves the interests of the following groups best?**

■ Democratic ■ Republican

Party that serves the interests of...best

People like yourself



Skilled workers*



Unskilled workers



Labor union members



Retired people



Women



Wealthy People



Note: *Referred to "skilled workers-such as carpenters, plumbers, electricians."
Source: Surveys by the Gallup Organization, latest that of January 3-6, 1992, for USA Today and CNN.

■ Democratic ■ Republican

Party best able to...

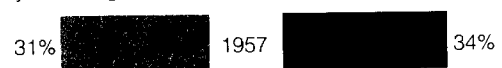
See that everyone—colored people and others—has equal rights



Handle segregation—that is, the relations between whites and negroes



See that everyone—negroes and others—have equal rights



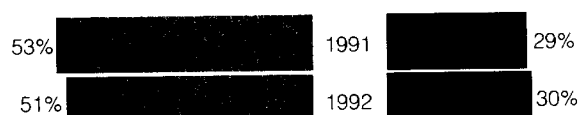
Handle relations between the whites and the negroes



Deal with racial problems



Deal with race relations



Note: Question wordings—As you feel today, which political party—the Republican or Democratic—can handle these problems better? (1949); Which party—the Republican or the Democratic—do you think can do the best job of...? (1956); Looking ahead for the next few years, which political party—the Democratic or Republican—do you think will do the best job of...? (1957); Which political party—the Republican or the Democratic—do you think will do the best job of...? (1964); Which political party—the Democratic or the Republican—can do a better job of dealing with...? (1966). Do you think the Republican Party or the Democratic Party would do a better job of dealing with each of the following issues and problems? (1991-92).

Source: Surveys by the Gallup Organization, latest that of January 3-6, 1992, for USA Today and CNN.