Perot is Far Weaker This Time Among All Groups
Vote Intentions Summer 1996 and 1992

1996
By Gender
- Men (12%)
- Women (9%)

By Race
- White (11%)
- Black (5%)

By Age
- 18-29 (14%)
- 30-39 (13%)
- 40-49 (10%)
- 50-59 (9%)
- 60+ (8%)

By Region
- East (12%)
- Midwest (10%)
- South (8%)
- West (12%)

By Education
- Less than H.S. (13%)
- H.S. Grad (11%)
- Some College (12%)
- College Grad or more (9%)

By Income
- Less than $10,000 (13%)
- $10,000-$20,000 (10%)
- $20,000-$30,000 (13%)
- $30,000-$50,000 (13%)
- $50,000-$75,000 (13%)
- $75,000+ (8%)

By Party Identification
- Republican (7%)
- Democrat (5%)
- Independent (22%)

1992
By Gender
- Men (34%)
- Women (26%)

By Race
- White (32%)
- Black (17%)

By Age
- 18-29 (29%)
- 30-39 (32%)
- 40-49 (32%)
- 50-59 (31%)
- 60+ (28%)

By Region
- East (28%)
- Midwest (29%)
- South (28%)
- West (36%)

By Education
- Less than H.S. (20%)
- H.S. Grad (29%)
- Some College (33%)
- College Grad or more (32%)

By Income
- Less than $10,000 (21%)
- $10,000-$20,000 (28%)
- $20,000-$30,000 (28%)
- $30,000-$50,000 (32%)
- $50,000-$75,000 (35%)
- $75,000+ (34%)

By Party Identification
- Republican (22%)
- Democrat (25%)
- Independent (44%)

Note: Registered voters.
Source: Survey by the Gallup Organization for CNN/USA Today, June-August 1996 combined.
Source: Survey by the Gallup Organization for CNN/USA Today, April-July 1992 combined.
Huge Dropoff in Perot Support Among College-Trained Independents

Vote Intentions Summer 1996 and 1992

1996

By Gender/Education

<table>
<thead>
<tr>
<th>Gender</th>
<th>No College</th>
<th>College</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>(14%)</td>
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</tr>
</tbody>
</table>

By Age/Education

<table>
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<th>Age</th>
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<td>(9%)</td>
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</table>

By Party Identification/Education

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<thead>
<tr>
<th>Party</th>
<th>No College</th>
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</thead>
<tbody>
<tr>
<td>Republican</td>
<td>(7%)</td>
<td>(7%)</td>
</tr>
<tr>
<td>Democrat</td>
<td>(5%)</td>
<td>(5%)</td>
</tr>
<tr>
<td>Independent</td>
<td>(28%)</td>
<td>(17%)</td>
</tr>
</tbody>
</table>

By Self-Described Ideology/Party ID

<table>
<thead>
<tr>
<th>Ideology</th>
<th>Republican</th>
<th>Democrat</th>
<th>Independent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservative</td>
<td>(5%)</td>
<td>(7%)</td>
<td>(24%)</td>
</tr>
<tr>
<td>Moderate</td>
<td>(13%)</td>
<td>(7%)</td>
<td>(22%)</td>
</tr>
<tr>
<td>Liberal</td>
<td>(15%)</td>
<td>(6%)</td>
<td>(26%)</td>
</tr>
</tbody>
</table>

1992

By Gender/Education

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<tr>
<th>Gender</th>
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<th>College</th>
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<tbody>
<tr>
<td>Men</td>
<td>(32%)</td>
<td>(36%)</td>
</tr>
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<td>Women</td>
<td>(23%)</td>
<td>(29%)</td>
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By Age/Education

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By Party Identification/Education

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<tr>
<td>Republican</td>
<td>(17%)</td>
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</tr>
<tr>
<td>Democrat</td>
<td>(25%)</td>
<td>(26%)</td>
</tr>
<tr>
<td>Independent</td>
<td>(40%)</td>
<td>(47%)</td>
</tr>
</tbody>
</table>

By Self-Described Ideology/Party ID

<table>
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<tr>
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<th>Democrat</th>
<th>Independent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal</td>
<td>(21%)</td>
<td>(22%)</td>
<td>(41%)</td>
</tr>
<tr>
<td>Moderate</td>
<td>(25%)</td>
<td>(27%)</td>
<td>(47%)</td>
</tr>
<tr>
<td>Conservative</td>
<td>(20%)</td>
<td>(28%)</td>
<td>(42%)</td>
</tr>
</tbody>
</table>

Note: Registered voters.

Note: Registered voters.
Source: Survey by the Gallup Organization for CNN/USA Today, April-July 1992 combined.
Where the Election Stands

Most Americans Don't See Perot as Presidential

**Question:** Do you think Ross Perot has the kind of personality and temperament it takes to serve effectively as president, or not?

- Yes: 16%
- No: 79%

**Source:** Survey by ABC News/Washington Post, September 3-4, 1996.

**Question:** I'd like you to rate your feelings toward...(Ross Perot)...either very positive, somewhat positive, neutral, somewhat negative, or very negative.

- Positive: 21%
- Negative: 51%

**Source:** Survey by NBC News/Wall Street Journal, August 20-21, 1996.

**Question:** Is your opinion of Ross Perot favorable, not favorable, undecided, or haven't you heard enough about Ross Perot yet to have an opinion?

- Favorable: 15%
- Unfavorable: 56%

**Source:** Survey by CBS News, August 26-28, 1996.

**Question:** Is your opinion of Ross Perot favorable, not favorable, undecided, or haven't you heard enough about Ross Perot yet to have an opinion?

- Favorable: 11%
- Unfavorable: 60%

**Source:** Survey by CBS News/New York Times, September 2-4, 1996.

**Question:** ...please tell me if you have a favorable or unfavorable impression of ...Ross Perot...or perhaps you don't know enough to say?

- Favorable: 24%
- Unfavorable: 58%

**Source:** Survey by ABC News/Washington Post, September 3-4, 1996.

What a Difference Four Years Make

**Question:** Regardless of how you plan to vote, do you think Ross Perot can win the presidential election in November, or don't you think so?

**1992**
- Cannot win: 51%
- Can win: 49%

**1996**
- Cannot win: 93%
- Can win: 7%

**Note:** For display purposes, "don't know" responses are calculated out.

**Source:** Survey by Yankelovich Clancy Shulman, July 8-9, 1992.  
**Source:** Survey by Yankelovich Partners, Inc., July 26-30, 1996.