

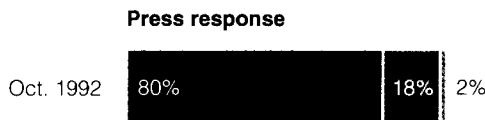
Press Coverage of the 1992 Campaign

Journalists gave themselves higher marks than voters gave them for 1992 campaign coverage. More journalists said that coverage hurt Bush's candidacy than said the same about Clinton's. Of those who said Bush had been hurt, 38 percent cited reports on his record, 23 percent the economy, and 30 percent bias against Bush or toward Clinton.

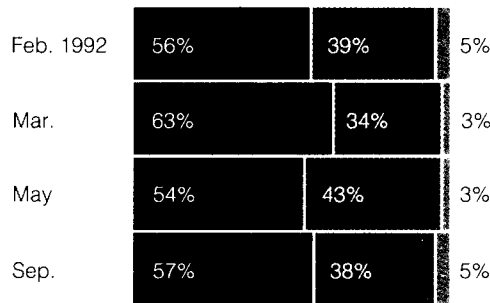
Question: **All in all, how would you rate the press coverage of the 1992 campaign. Would you say the coverage has been excellent, good, only fair, or poor?**

Press coverage of the 1992 campaign

Excellent/good
 Only fair/poor
 Don't know/no answer



Voter response



Question: **All in all, has (George Bush's/Bill Clinton's) candidacy been helped or hurt by the way the press has covered him or has the press coverage had a neutral effect on his candidacy?**

Press response

George Bush's candidacy...

Has been helped by the way the press has covered him

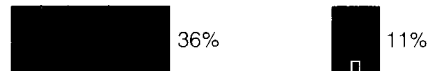


Has been hurt

When asked why Bush's candidacy had been hurt, 38% of the journalists surveyed said "press has reported Bush's record," 23% said that the "focus on the economy has made Bush look bad," 16% said "the press is biased against Bush," and 14% said it "is biased toward Clinton."

Bill Clinton's candidacy...

Has been helped by the way the press has covered him



Has been hurt

When asked why Clinton's candidacy had been hurt, 69% of the journalists said because of the "extensive focus on character issues," 17% said the press "just reported facts about Clinton," 14% said because of "questions about his veracity/trust," and 14% said it was because "press is critical/adversarial."

Note: Press sample=267. In a May 1992 Times Mirror Center survey, 22% of journalists said that Bush's candidacy had been helped by press coverage; 24% said he had been hurt. In the same May survey, 13% said Clinton had been helped and 64% said he had been hurt by press coverage.

Source: Press survey by the Times Mirror Center for the People & the Press, October 7-29, 1992; latest of voters, September 10-13, 1992.