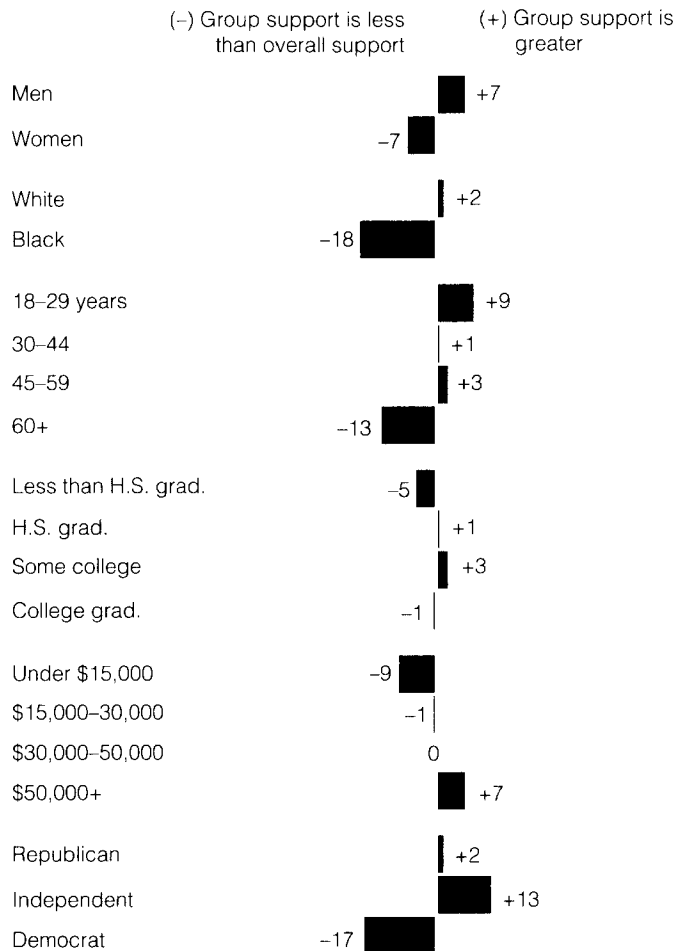


THE PEROT FACTOR

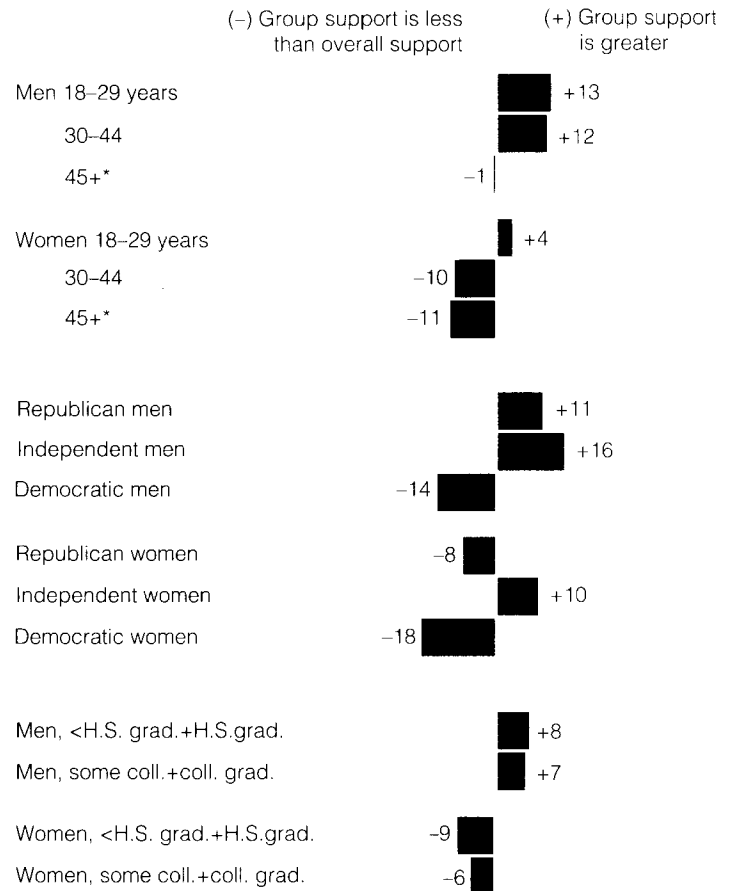
In the September/October 1992 issue, we profiled Ross Perot's supporters. Current data show that the profile of Perot's supporters is largely the same: disproportionately white, male (particularly younger men), upper-middle income, and independent. About 20 percent of his supporters describe themselves as strong supporters.

Question: **Do you consider yourself a supporter of Ross Perot, or not? Would you say you are a strong supporter of Perot, or not so strong?**

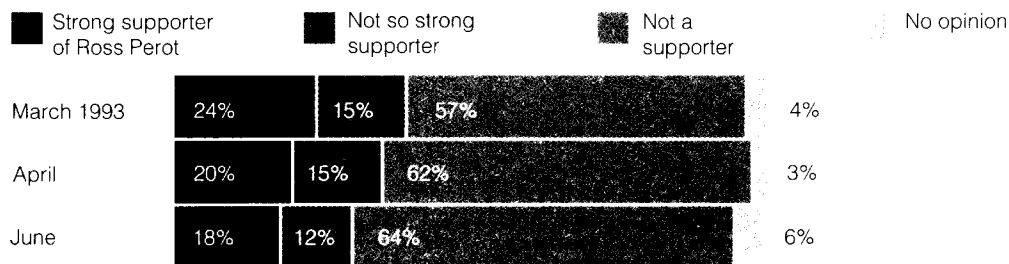
Consider self a supporter of Ross Perot=31% (all respondents)



31% (all respondents)



Note: Plus and minus numbers indicate the number of percentage points the support of each group deviates from support for Perot nationally. For example, 38 percent of men consider themselves Perot supporters compared to 24 percent of women. *Groups of men (and of women) 45-59 years and 60+ years were too small to analyze separately.

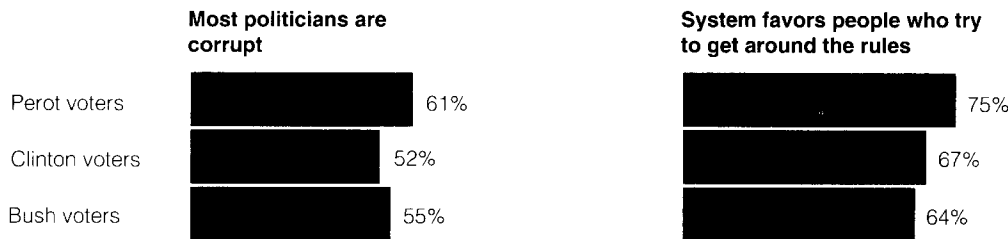


Note: Top chart shows June data.

Source: Surveys by the Gallup Organization for USA Today and CNN, latest that of June 5-6, 1993

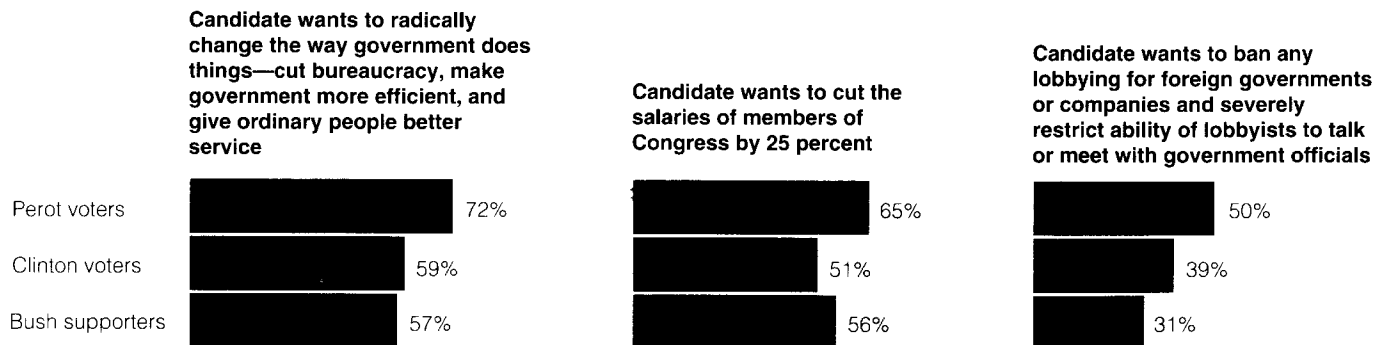
As we pointed out last year, the policy and issue profiles of Perot supporters were often inconsistent. But we found a pervasive antigovernment, anti-politics-as-usual mood among them, a finding confirmed by the new survey results shown below.

Question: **Now, I'll read you a series of statements. For each one, tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.**



Question: **Let me read you a series of statements that could describe a candidate for president. For each statement, please tell me whether this description, if it were accurate, would make you more or less likely to vote for that candidate or whether it wouldn't make any difference. If the description would make you much more likely or much less likely to vote for that candidate, please say so.**

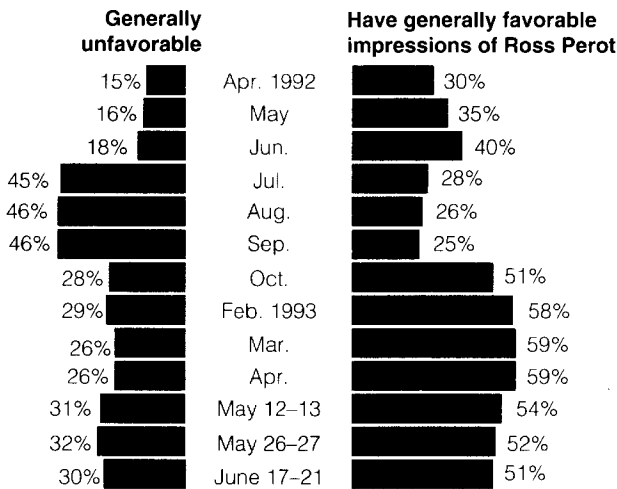
Would be much more likely to vote for candidate if...



Perot's Personal Qualities

About half of the public rates Perot favorably. Many praise him for his independence and see him as a voice for change. At the same time, many see him as naive about government and too self-centered.

Question: Please tell me whether you have generally favorable or generally unfavorable impressions of that person, or whether you are not familiar enough with that person to say one way or the other.

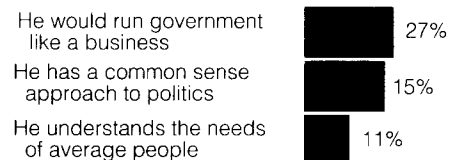


Question: Regardless of how you feel about Ross Perot, what appeals to you most about him.



Note: No other category was cited by more than 10% of those surveyed.

Question: Thinking about Ross Perot and his statements, what do you like the most about him?

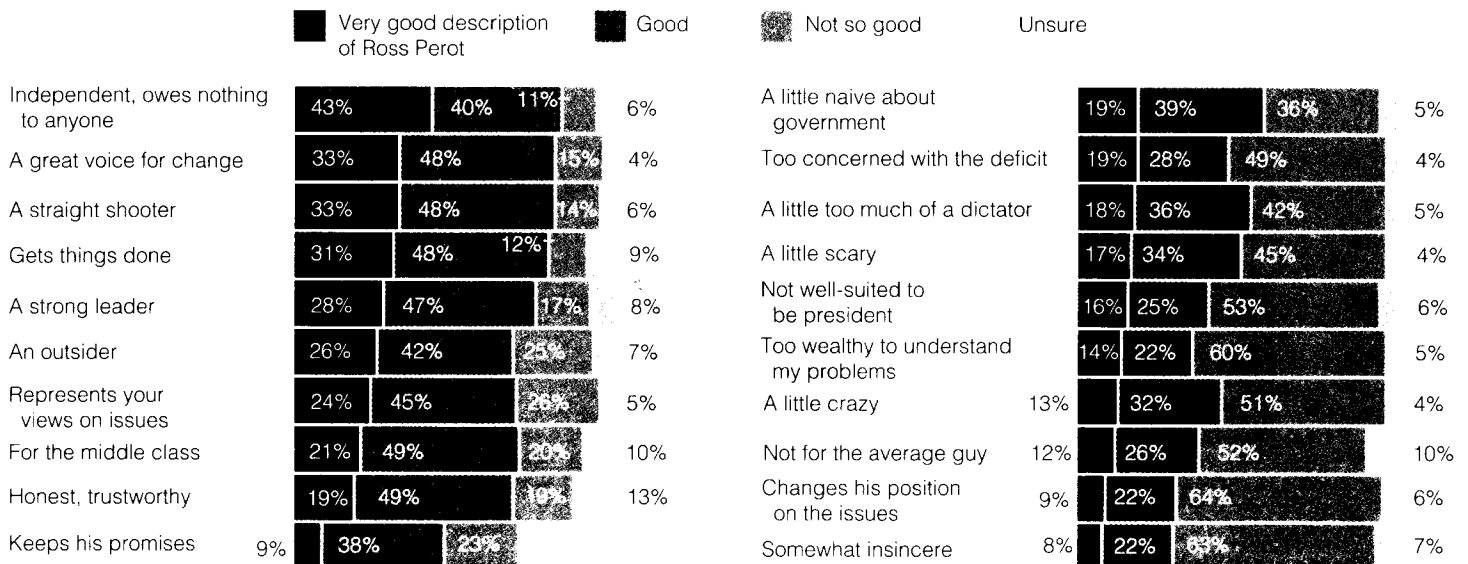


Note: In July 1992, three polls were conducted. The latest one in the month is shown. In the May 26-27 poll, Bill Clinton had a 50% favorable rating and a 42% unfavorable one. For June 17-21, his numbers were 48%/43%. April-July surveys based on registered voters; August-October=likely voters; February 1993 to the present=adults.

Source: Survey by Yankelevich Partners for Time and CNN.

Source: Survey by the Tarrance Group and Mellman-Lazarus-Lake for U.S. News & World Report, May 4-5, 1993.

Question: Now I would like to read you (a/another) series of words and phrases. For each one, please tell me, in your opinion, whether each one of these words or phrases is a very good, good, or not so good description of Ross Perot?

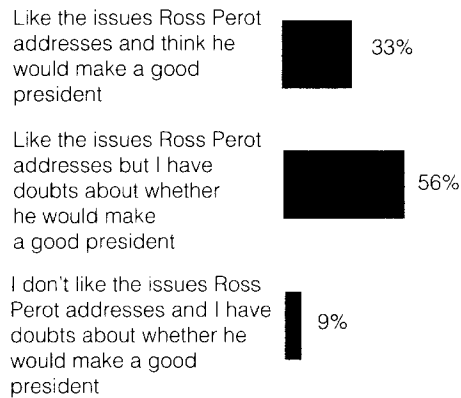


Source: Survey by the Tarrance Group and Mellman-Lazarus-Lake for U.S. News & World Report, May 4-5, 1993.

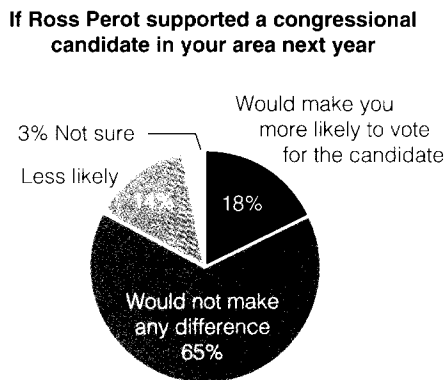
Perot, Politics, and President Clinton

A plurality thinks his motivation is a run for the presidency, and 65 percent say it would not make any difference to their congressional vote if Perot endorsed a candidate in their area. Bill Clinton's support among Perot voters has dropped more sharply than his ratings for the public as a whole.

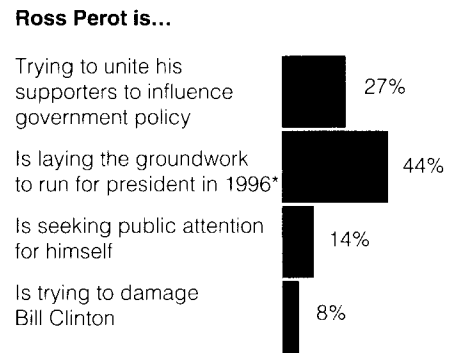
Question: **And, still thinking about Ross Perot...which of the following statements comes closest to your view of Ross Perot?**



Question: **If Ross Perot supported a congressional candidate in your area in next year's elections, would Ross Perot's support make you more likely to vote for that candidate, less likely, or would Ross Perot's support not make any difference to your vote?**



Question: **Ross Perot has been promoting a membership drive for his organization "United We Stand America." Which one of the following statements comes closest to your opinion about why Ross Perot is back in the news?**



Source: Survey by the Tarrance Group and Mellman-Lazarus-Lake for *U.S. News & World Report*, May 4-5, 1993.

Note: *In January, 29% gave this response; in April, 35% did (right-hand chart). Source: Survey by NBC News/*Wall Street Journal*, latest that of June 4-8, 1993.

How Perot Voters Have Rated Clinton's Performance—Approval Ratings

	Gallup/ <i>USA Today/CNN</i>		PSRA/ <i>Newsweek**</i>		Yankelovich/ <i>Time/CNN</i>		CBS/ <i>NYT</i>		NBC/ <i>WSJ</i>	
	All	Perot voters	All	Perot voters	All	Perot voters	All	Perot voters	All	Perot voters
January 1993										
late	54%	41%	51%	45%	—	—	—	—	51%	48%
February										
early	—	—	—	—	49%	38%	53%	45%	—	—
mid	51	48	57	43	56	47	—	—	—	—
late	59	46	—	—	—	—	—	—	—	—
March										
early	—	—	—	—	—	—	—	—	57	43
mid	53	—	—	—	53	42	—	—	—	—
late	52	—	57	—	—	—	55	45	—	—
April										
early	—	—	49	45*	—	—	—	—	—	—
mid	—	—	51	29	—	—	—	—	52	43
late	55	43	47	32	48	36	—	—	—	—
May										
early	—	—	—	—	—	—	49	29	—	—
mid	45	—	—	—	47	38	—	—	—	—
late	44	—	36	16	36	21	—	—	—	—
June										
early	37	—	—	—	—	—	38	28	41	26

Note: * = less than 100 respondents; ** = Gallup conducted January-March surveys. For many of the surveys shown above, respondents were not asked how they voted.