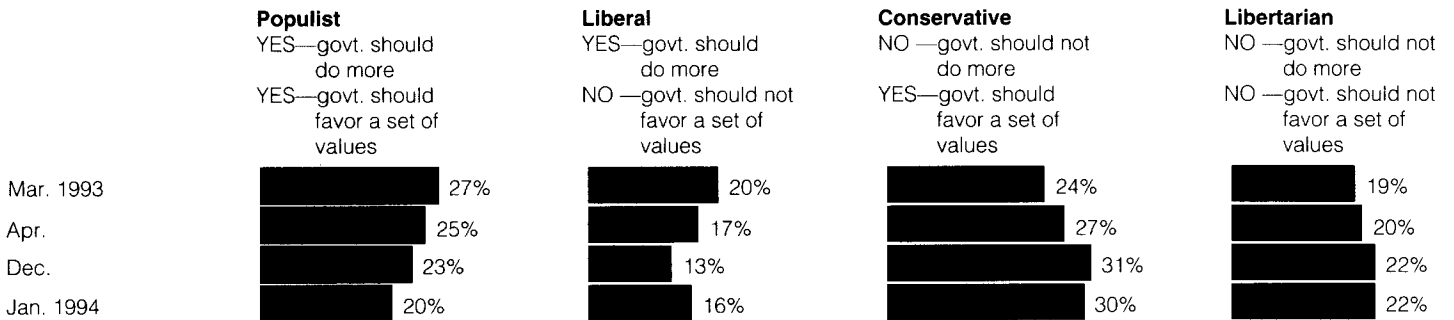


A NEW VIEW OF THE ELECTORATE

Periodically, analysts search for new ways to segment the electorate. While the old “liberal-conservative” or “Republican-Democrat” categories may be less useful today, new ones aren’t obviously superior. That said, we show how Americans can be grouped into a Populist-Liberal-Conservative-Libertarian scheme.

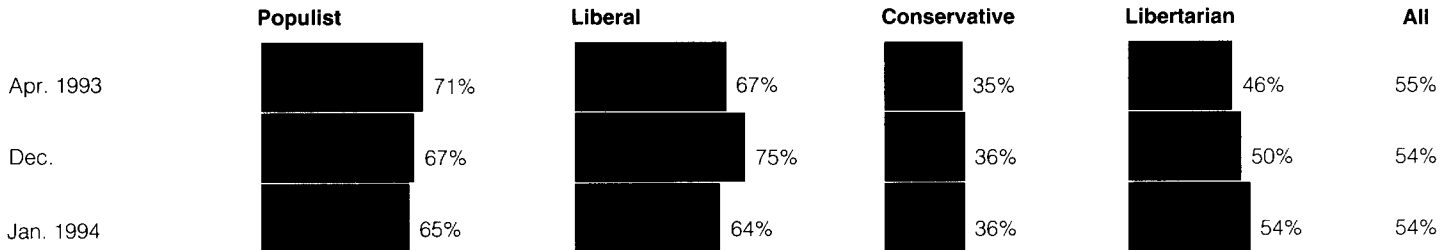
Question: **Some people think the government is trying to do too many things that should be left to individuals and businesses. Others think that government should do more to solve our country’s problems. Which comes closer to your own view?**

Question: **Some people think the government should promote traditional values in our society. Others think the government should not favor any particular set of values. Which comes closer to your own view?**

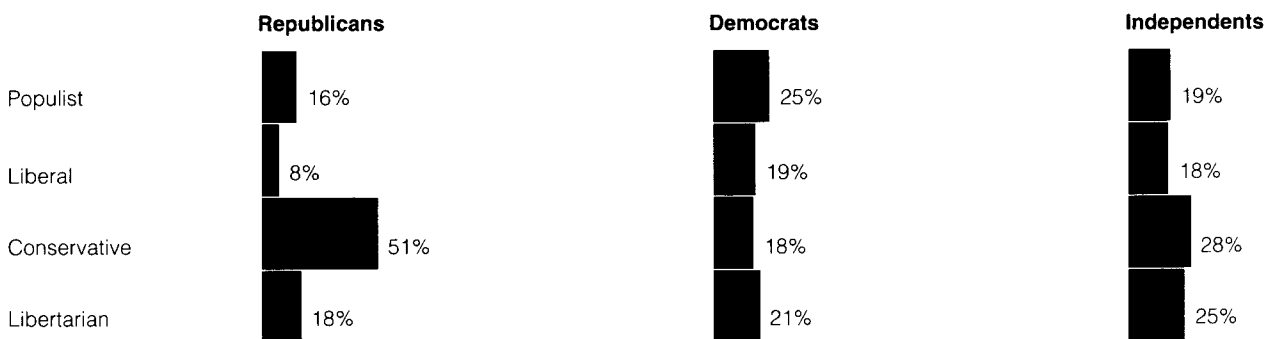


Question: **Do you approve or disapprove of the way Bill Clinton is handling his job as president?**

Clinton approval ratings



How Republicans, Democrats, and Independents sort out*



Note: * January 1994 data
Source: Surveys by the Gallup Organization for *USA Today* and CNN, latest that of January 15–17, 1994.