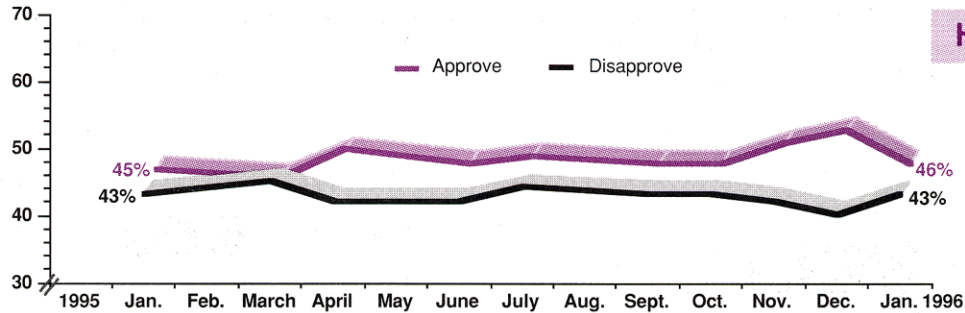




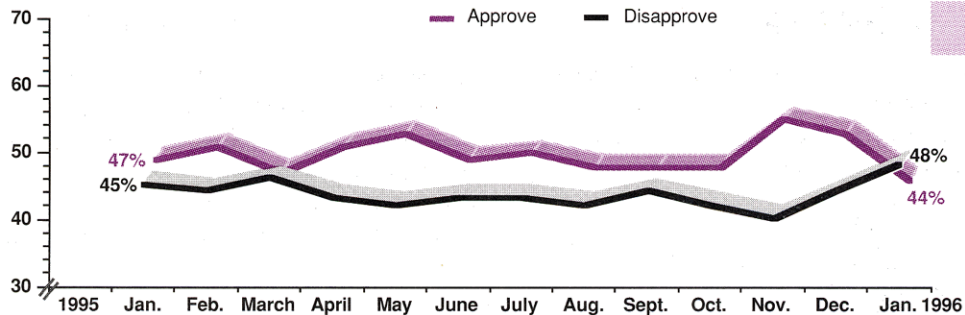
# The President's Approval Ratings, January 1995 to Present: Four Polling Views

**Question:** In general, do you approve or disapprove of the job Bill Clinton is doing as president?



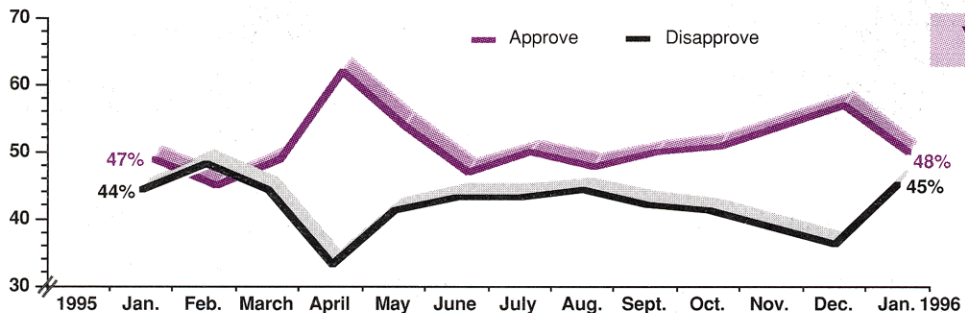
Source: Surveys by Hart & Teeter Research Companies for NBC News/Wall Street Journal, latest that of January 13-16, 1996.

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



Source: Surveys by the Gallup Organization for CNN/USA Today, latest that of January 12-15, 1996.

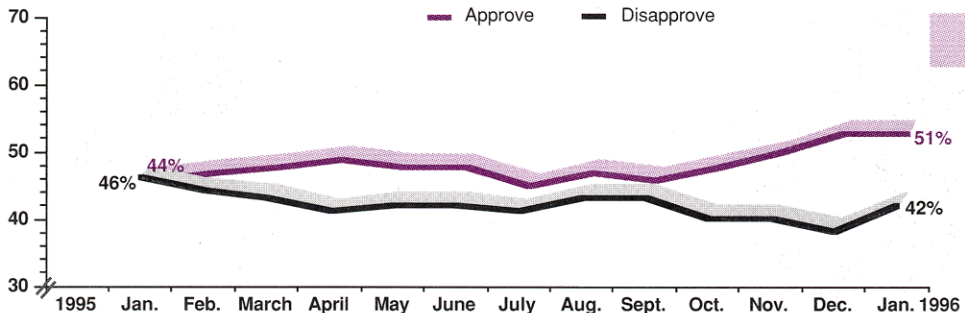
**Question:** In general, do you approve or disapprove of the way President Clinton is handling his job as president?



Note: The April survey was conducted shortly after the bombing of the federal building in Oklahoma City.

Source: Surveys by the Yankelovich Partners for Time/CNN, latest that of January 10-11, 1996.

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

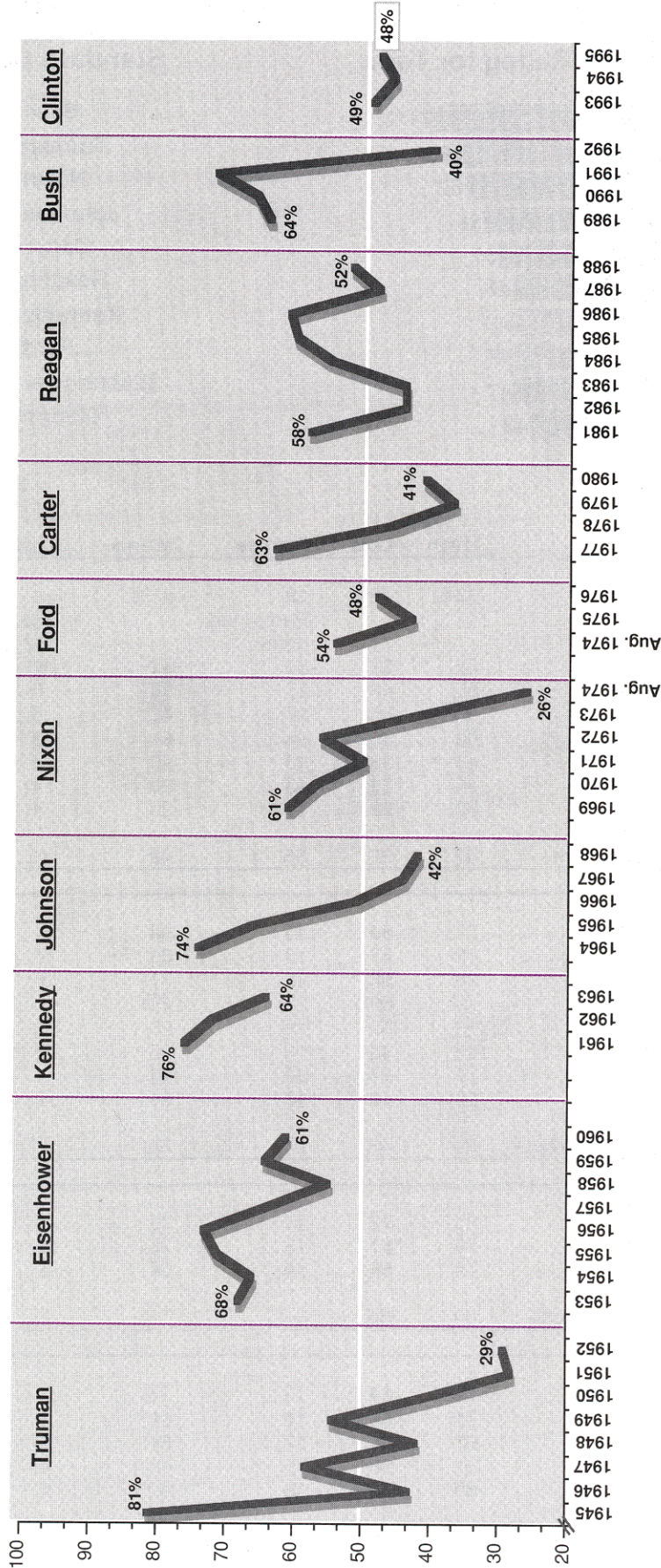


Source: Surveys by CBS News, latest that of January 10, 1996.

Note: When two or more surveys were conducted in one month, the mean score is shown.

# Compared to Other Modern Presidents, Clinton's Approval Ratings are Low and Unusually Stable

Question: "Do you approve or disapprove of the way (name) is handling his job as president?"

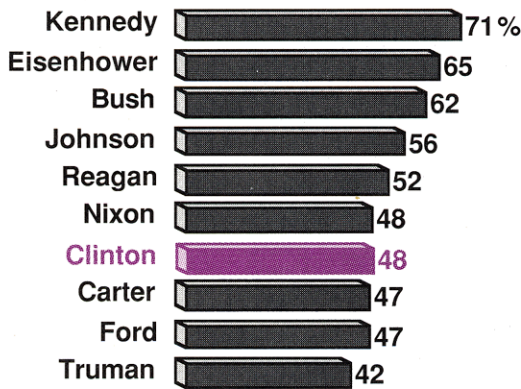


Note: Mean approval rating for each year shown. Question wording varied slightly in earlier years.  
 Source: Surveys by the Gallup Organization.

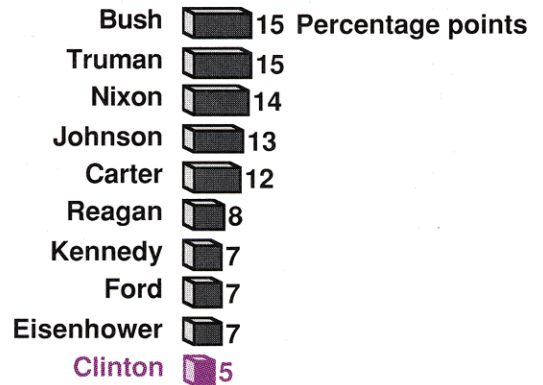


# Gallup Data (Percent Approving) Show Clinton (to Date) in the

**Average Approval Rating for Term**



**Standard Deviation for Term**



	High	Low	Range	Mean	Std. Dev.	# of askings
<u>TRUMAN</u>						
1945	87%	75%	12 Percentage points	81%	6 Percentage points	3
1946	63	33	30	43	11	7
1947	65	48	17	58	5	9
1948	53	36	17	<b>42</b>	8	4
1949	69	45	24	54	8	7
1950	46	33	13	40	4	13
1951	36	23	13	28	4	12
1952	33	22	11	29	4	12
<b>Truman - Entire Term</b>	<b>87</b>	<b>22</b>	<b>65</b>	<b>42</b>	<b>15</b>	<b>67</b>

<u>EISENHOWER</u>						
1953	74	59	15	68	5	13
1954	75	57	18	66	5	17
1955	78	66	12	71	3	14
1956	79	68	11	<b>73</b>	3	13
1957	73	57	16	64	5	15
1958	60	48	12	55	3	16
1959	77	57	20	64	5	14
1960	66	49	17	61	4	17
<b>Eisenhower—Entire term</b>	<b>79</b>	<b>48</b>	<b>31</b>	<b>65</b>	<b>7</b>	<b>119</b>

<u>KENNEDY</u>						
1961	83	72	11	76	3	14
1962	79	61	18	72	6	13
1963	74	56	18	64	5	13
<b>Kennedy —Entire Term</b>	<b>83</b>	<b>56</b>	<b>27</b>	<b>71</b>	<b>7</b>	<b>40</b>

<u>JOHNSON</u>						
1964	79	69	10	<b>74</b>	3	14
1965	71	59	12	66	3	19
1966	61	44	17	51	6	16
1967	51	38	13	44	4	17
1968	50	35	15	42	4	14
<b>Johnson—Entire Term</b>	<b>79</b>	<b>35</b>	<b>44</b>	<b>56</b>	<b>13</b>	<b>80</b>



# "Under 50 Club" Along With Truman, Nixon, Carter and Ford

	High	Low	Range	Mean	Std. Dev.	# of askings
<b>NIXON</b>						
1969	67	56	11	61	3	18
			Percentage points		Percentage points	
1970	64	51	13	57	4	18
1971	56	48	8	<b>50</b>	2	13
1972	62	49	13	<b>56</b>	4	10
1973	67	27	40	42	12	20
1974 (to August)	28	24	4	26	1	17
<b>Nixon—Entire Term</b>	<b>67</b>	<b>24</b>	<b>43</b>	<b>48</b>	<b>14</b>	<b>96</b>
<b>FORD</b>						
1974 (from August)	71	42	29	54	10	8
1975	52	37	15	43	5	19
1976	53	45	8	<b>48</b>	3	9
<b>Ford—Entire Term</b>	<b>71</b>	<b>37</b>	<b>34</b>	<b>47</b>	<b>7</b>	<b>36</b>
<b>CARTER</b>						
1977	75	51	24	63	6	24
1978	55	39	16	46	5	25
1979	54	28	26	37	8	25
1980	58	31	27	<b>41</b>	9	17
<b>Carter—Entire Term</b>	<b>75</b>	<b>28</b>	<b>47</b>	<b>47</b>	<b>12</b>	<b>91</b>
<b>REAGAN</b>						
1981	68	49	19	58	6	19
1982	49	41	8	44	2	19
1983	54	35	19	44	5	22
1984	62	52	10	<b>55</b>	3	21
1985	65	52	13	60	4	15
1986	68	47	21	61	6	13
1987	53	43	10	48	3	11
1988	63	48	15	52	4	15
<b>Reagan—Entire Term</b>	<b>68</b>	<b>35</b>	<b>33</b>	<b>52</b>	<b>8</b>	<b>135</b>
<b>BUSH</b>						
1989	71	51	20	64	7	12
1990	80	53	27	66	8	29
1991	89	50	39	72	10	42
1992	49	29	20	<b>40</b>	5	28
<b>Bush—Entire Term</b>	<b>89</b>	<b>29</b>	<b>60</b>	<b>62</b>	<b>15</b>	<b>111</b>
<b>CLINTON</b>						
1993	59	37	22	49	6	27
1994	58	39	19	46	5	29
1995	53	44	9	48	3	16
<b>Clinton—Past 3 years</b>	<b>59</b>	<b>37</b>	<b>22</b>	<b>48</b>	<b>5</b>	<b>72</b>

Note: High = highest approval rating; Low = lowest approval rating; Range = difference between the high and low scores; Mean = average approval rating; Standard Deviation = measure of the dispersion of ratings. Mean and standard deviation are rounded to the nearest whole number. Election year means bolded. Surveys include both in-person (generally, President Carter and earlier) and telephone (generally, President Reagan and after, although a small portion of Gallup surveys during the 1980s and 1990s are in-person).

Source: Surveys conducted by the Gallup Organization.



# Personal Dimensions of Leadership: Clinton Gets High Marks for Caring, Low for Honesty

Question: I'm going to read off some personal characteristics and qualities. As I read each one, please tell me whether you think it applies or doesn't apply to Bill Clinton ...

Survey Date	Applies	Doesn't apply
<b>Can get things done</b>		
Jan. 12-15, 1996	41%	56%
Feb. 3-5, 1995	45%	51%
Dec. 2-5, 1994	45%	53%
Oct. 17-19, 1994	42%	56%
Sept. 6-7, 1994	42%	54%
March 7-8, 1994	57%	39%
Jan. 28-30, 1994	64%	31%
July 15-17, 1994	43%	54%
April 22-24, 1994	54%	42%
Jan. 15-17, 1994	62%	33%
Jan. 6-8, 1994	63%	34%
Nov. 19-21, 1993	66%	30%
Nov. 2-4, 1993	49%	46%
Oct. 8-10, 1993	56%	38%
Aug. 8-10, 1993	46%	49%
June 29-30, 1993	46%	49%
June 5-6, 1993	42%	51%
April 22-24, 1993	55%	40%
<b>Honest and trustworthy</b>		
Jan. 12-15, 1996	40%	55%
Feb. 3-5, 1995	46%	49%
Dec. 2-5, 1994	44%	52%
Oct. 17-19, 1994	41%	56%
July 15-17, 1994	39%	56%
April 22-24, 1994	47%	48%
March 7-8, 1994	48%	46%
March 7-8, 1994	52%	43%
Jan. 28-30, 1994	53%	41%
Jan. 6-8, 1994	49%	46%
Nov. 19-21, 1993	54%	41%
Nov. 2-4, 1993	56%	39%
Oct. 8-10, 1993	59%	35%
Aug. 8-10, 1993	51%	43%
June 5-6, 1993	56%	38%
April 22-24, 1993	61%	35%

Survey Date	Applies	Doesn't apply
<b>Shares your values</b>		
Jan. 12-15, 1996	44%	53%
Feb. 3-5, 1995	45%	51%
Dec. 2-5, 1994	41%	56%
July 15-17, 1994	40%	56%
April 22-24, 1994	45%	50%
March 7-8, 1994	49%	47%
Jan. 28-30, 1994	53%	42%
Jan. 15-17, 1994	44%	52%
Nov. 2-4, 1993	49%	48%
Aug. 8-10, 1993	46%	51%
April 22-24, 1993	53%	42%
<b>Tough enough for the job</b>		
Jan. 12-15, 1996	51%	47%
Dec. 2-5, 1994	50%	48%
Oct. 17-19, 1994	49%	50%
Oct. 11, 1994	50%	48%
Sept. 19, 1994	50%	48%
Sept 16-18, 1994	49%	49%
Sept. 6-7, 1994	44%	55%
March 7-8, 1994	57%	40%
July 15-17, 1994	46%	52%
April 22-24, 1994	53%	44%
Jan. 28-30, 1994	61%	36%
Jan. 15-17, 1994	63%	35%
Jan. 6-8, 1994	59%	38%
Nov. 19-21, 1993	56%	41%
Nov. 2-4, 1993	53%	43%
Oct. 8-10, 1993	54%	41%
Aug. 8-10, 1993	50%	46%
June 29-30, 1993	54%	42%
June 5-6, 1993	47%	47%
April 22-24, 1993	61%	35%

Survey Date	Applies	Doesn't apply
<b>Cares about the needs of people like you</b>		
Jan. 12-15, 1996	56%	42%
Dec. 2-5, 1994	54%	44%
Jan. 28-30, 1994	65%	32%
July 15-17, 1994	51%	46%
April 22-24, 1994	57%	39%
March 7-8, 1994	60%	38%
Jan. 15-17, 1994	53%	43%
June 5-6, 1993	56%	41%
April 22-24, 1993	64%	33%
<b>Keeps his promises</b>		
Jan. 12-15, 1996	34%	61%
July 15-17, 1994	30%	67%
April 22-24, 1994	38%	56%
March 7-8, 1994	40%	54%
Jan. 28-30, 1994	45%	48%
Jan. 15-17, 1994	35%	61%
Nov. 2-4, 1993	38%	57%
Aug. 8-10, 1993	33%	63%
April 22-24, 1993	44%	51%
<b>Effective manager</b>		
Jan. 12-15, 1996	42%	55%
March 7-8, 1994	49%	46%
Jan. 15-17, 1994	58%	37%
Nov. 19-21, 1993	55%	40%
Nov. 2-4, 1993	50%	45%
Aug. 8-10, 1993	45%	50%

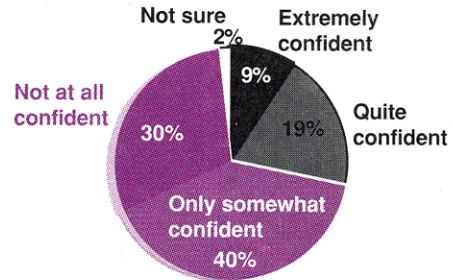
Source: Surveys by the Gallup Organization for CNN/USA Today, latest that of January 12-15, 1996.



# Character Ratings Slide Further

**Question:** How confident are you that Bill Clinton has the right set of personal characteristics to be President of the United States—extremely confident, quite confident, only somewhat confident, or not at all confident?

	Extremely confident	Quite confident	Only somewhat confident	Not at all confident
Oct. 27-30, 1995	9%	19%	40%	30%
Jan. 14-17, 1995	11%	20%	37%	31%
Oct. 14-18, 1994	11%	17%	36%	34%
June 10-14, 1994	11%	19%	37%	31%
April 30-May 3, 1994	12%	22%	39%	25%
Jan. 15-18, 1994	11%	24%	38%	25%
Jan. 23-26, 1993	16%	31%	37%	13%

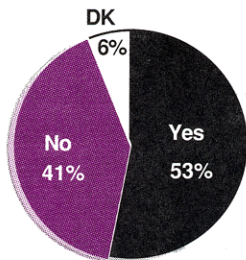


**Source:** Surveys by Hart & Teeter Research Companies for NBC News/Wall Street Journal, latest that of October 27-31, 1995.

## “Leadership” Strengthens a Bit; “Deserves Re-Election” Remains Low

**Question:** Do you think Bill Clinton has strong qualities of leadership, or not?

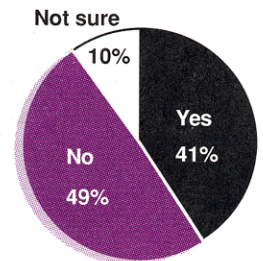
	Yes	No
Jan. 18-20, 1996	53%	41%
April 1-4, 1995	47%	49%
Feb. 22-25, 1995	46%	50%
Jan. 2-3, 1995	44%	51%
Aug. 16-17, 1994	49%	46%
Aug. 2-3, 1993	50%	44%
June 21-24, 1993	46%	47%



**Source:** Surveys by CBS News and CBS News/New York Times, latest that of January 18-20, 1996.

**Question:** Looking ahead to next year’s presidential election, do you feel Bill Clinton deserves to be re-elected, or do you feel he does not deserve to be re-elected?

	Yes	No
Jan. 13-16, 1996	41%	49%
Dec. 1-5, 1995	43%	45%
Oct. 7-9, 1994	38%	57%
Sept. 23-25, 1994	38%	57%
April 22-24, 1994	38%	51%
March 25-27,	46%	48%
Jan. 28-30, 1994	45%	38%
Jan. 15-17, 1994	41%	45%



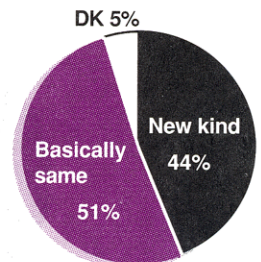
**Source:** Surveys by Hart & Teeter Research Companies for NBC News/Wall Street Journal, latest that of January 13-16, 1996.

## A “New Democrat”? Half and Half

**Question:** In your opinion, is Bill Clinton a new kind of Democrat, or is he basically the same as Democrats of the past?

**Source:** Surveys by the Gallup Organization for CNN/USA Today, latest that of July 7-9, 1995.

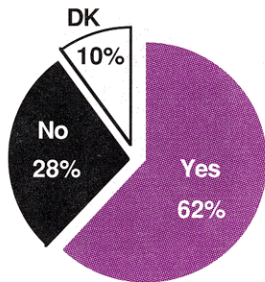
	New kind	Basically same
July 7-9, 1995	44%	51%
Jan. 16-18, 1995	44%	51%
Dec. 16-18, 1994	46%	49%
Dec. 2-5, 1994	45%	48%
Jan. 28-30, 1994	53%	39%
Jan. 15-17, 1994	48%	45%
Aug. 8-10, 1993	51%	45%
June 5-6, 1993	53%	41%
April 22-24, 1993	55%	42%
Feb. 26-28, 1993	54%	37%





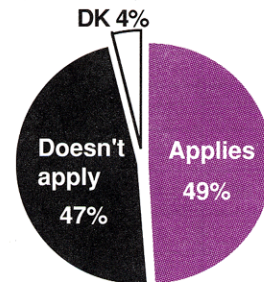
# Looking Backward: How Americans Viewed Clinton in 1992

**Question:** Do you think Bill Clinton as president will bring about the kind of change the country needs?



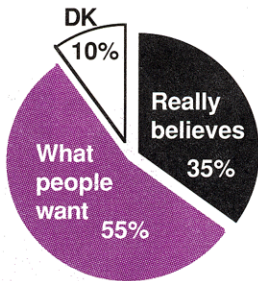
**Source:** Survey by CBS News/*New York Times*, December 7-9, 1992.

**Question:** In your view, which of these descriptions apply and which do not apply to Bill Clinton:... someone you would be proud to have as president.



**Source:** Survey by Yankelovich Clancy Shulman for CNN/*Time*, October 20-22, 1992.

**Question:** Do you think Bill Clinton says what he really believes most of the time, or does he say what he thinks people want to hear?



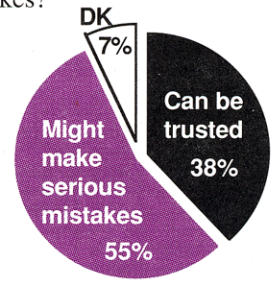
**Source:** Survey by CBS News/*New York Times*, October 2-4, 1992.

**Question:** Bill Clinton says he's less likely than past Democratic candidates to raise taxes and increase government spending. Do you believe this, or not?



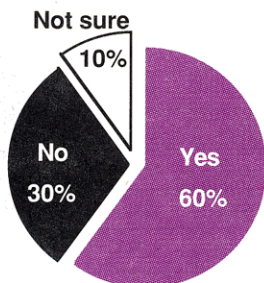
**Source:** Survey by CBS News/*New York Times*, September 9-13, 1992.

**Question:** Do you think Bill Clinton can be trusted to deal with all the problems a president has to deal with, or are you concerned that he might make serious mistakes?



**Source:** Survey by CBS News/*New York Times*, October 29-November 1, 1992.

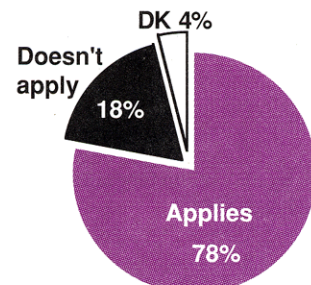
**Question:** Do you think Bill Clinton waffles on the issues, or not?



**Source:** Survey by the *Los Angeles Times*, October 24-26, 1992.

## And From 1994:

**Question:** (Now, I'm going to read off some personal characteristics and qualities. As I read each one, please tell me whether you think it applies or doesn't apply to (President) Bill Clinton.) Is a nice guy...?

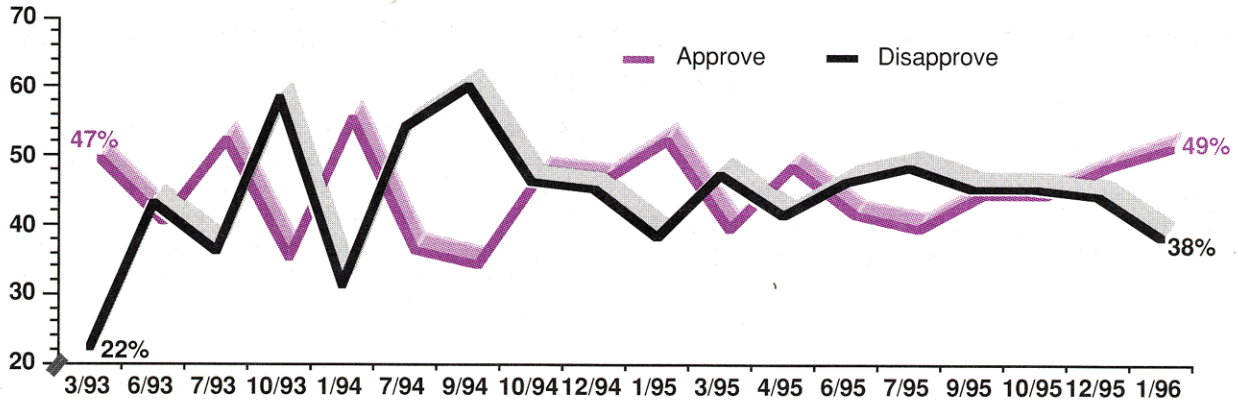


**Source:** Survey by the Gallup Organization, June 3-6, 1994.



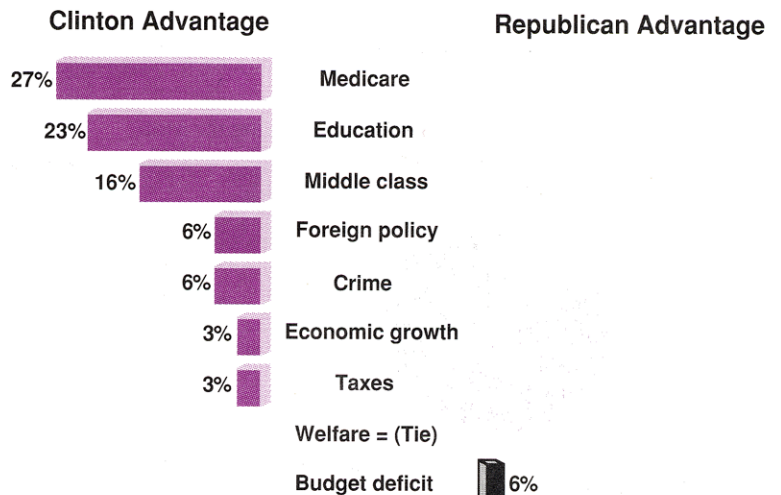
# Current Policies: Clinton Has The Upper Hand

**Question:** In general, do you approve or disapprove of the job Bill Clinton is doing in handling our foreign policy?



**Source:** Surveys by Hart & Teeter Research Companies for NBC News/Wall Street Journal, latest that of January 13-16, 1996.

**Question:** Who do you think has a better approach to... (issue)... President Clinton or the Republicans in Congress, or do you—think there isn't much difference on this issue?



	Clinton	Republicans in Congress	No Difference
Medicare	51%	24%	17%
Education	44	21	24
Helping the middle class	38	22	34
Foreign policy	31	25	29
Crime	29	23	33
Economic growth	32	29	27
Taxes	34	31	25
Welfare	36	36	18
Budget deficit	28	34	29

**Note:** Advantage is the percentage point difference between the two.

**Source:** Surveys by Hart & Teeter Research Companies for NBC News/Wall Street Journal, latest that of January 13-16, 1996.