1996 National Election Studies
Pre-Election Survey

Respondent Booklet
1. A GREAT DEAL
2. QUITE A BIT
3. SOME
4. VERY LITTLE
5. NONE
100° Very warm or favorable feeling

85° Quite warm or favorable feeling

70° Fairly warm or favorable feeling

60° A bit more warm or favorable than cold feeling

50° No feeling at all

40° A bit more cold or unfavorable feeling

30° Fairly cold or unfavorable feeling

15° Quite cold or unfavorable feeling

0° Very cold or unfavorable feeling
Who would do a better job?

1. Bill Clinton
2. Bob Dole
3. Ross Perot
4. There wouldn't be any difference
1. EXTREMELY WELL

2. QUITE WELL

3. NOT TOO WELL

4. NOT WELL AT ALL
Defense Spending

1  2  3  4  5  6  7

GREATLY DECREASE DEFENSE SPENDING

GREATLY INCREASE DEFENSE SPENDING
Health Insurance

1  2  3  4  5  6  7
GOVERNMENT INSURANCE PLAN  PRIVATE INSURANCE PLAN
Government Help to Blacks

1 2 3 4 5 6 7

GOVERNMENT SHOULD HELP BLACKS

BLACKS SHOULD HELP THEMSELVES
1. By law, abortion should never be permitted.

2. The law should permit abortion only in case of rape, incest or when the woman's life is in danger.

3. The law should permit abortion for reasons other than rape, incest, or danger to the woman's life, but only after the need for the abortion has been clearly established.

4. By law, a woman should always be able to obtain an abortion as a matter of personal choice.
Reducing Crime

1  2  3  4  5  6  7

SOCIAL PROBLEMS THAT CAUSE CRIME, LIKE BAD SCHOOLS, POVERTY AND JOBLESSNESS

MAKE SURE CRIMINALS ARE CAUGHT, CONVICTED AND PUNISHED
Environmental Protection

1 2 3 4 5 6 7

PROTECT ENVIRONMENT, EVEN IF IT COSTS JOBS, STANDARD OF LIVING

JOBS, STANDARD OF LIVING MORE IMPORTANT THAN ENVIRONMENT
Women's Rights

1 2 3 4 5 6 7

WOMEN AND MEN SHOULD HAVE EQUAL ROLES

A WOMAN'S PLACE IS IN THE HOME
1. AGREE STRONGLY

2. AGREE SOMEWHAT

3. NEITHER AGREE NOR DISAGREE

4. DISAGREE SOMEWHAT

5. DISAGREE STRONGLY
1. SEVERAL TIMES A DAY
2. ONCE A DAY
3. A FEW TIMES A WEEK
4. ONCE A WEEK OR LESS
5. NEVER
1. The Bible is the actual word of God and is to be taken literally, word for word.

2. The Bible is the word of God but not everything in it should be taken literally, word for word.

3. The Bible is a book written by men and is not the word of God.
1. FUNDAMENTALIST
2. EVANGELICAL
3. CHARISMATIC/
   SPIRIT FILLED
4. MODERATE TO LIBERAL
1. WORKING NOW
2. TEMPORARILY LAID OFF
3. UNEMPLOYED
4. RETIRED
5. PERMANENTLY DISABLED
6. HOMEMAKER
7. STUDENT
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1. MEXICAN
2. PUERTO RICAN
3. CUBAN
4. LATIN AMERICAN
5. CENTRAL AMERICAN
6. SPANISH