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The University of Montana

NEWS RELEASE

University Communications
Missoula, MT 59812
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Nov. 3, 1995

MONTANA POLL CHARTS PRESIDENTIAL PREFERENCES

MISSOULA --

Senator Bob Dole is an early favorite with Montana Republicans, but many remain undecided. And many Montanans like the idea of a major independent or third party candidate in the 1996 presidential race, according to the latest Montana Poll.

For this edition of the Montana Poll, 411 adult Montanans were polled statewide September 21-26. The poll is conducted by The University of Montana Bureau of Business and Economic Research.

Choosing from a crowded field of 11 Republican presidential candidates at the time of the poll, Montanans overall endorsed Bob Dole most often (28 percent), with 34 percent undecided, said Susan Selig Wallwork, director of the Montana Poll.

Among Montanans most likely to vote in the Republican primary, the support for Dole was considerably stronger at 43 percent, Wallwork said. Coming in a distant second and third were Pat Buchanan and Malcolm Forbes, Jr., with only 8 percent and 6 percent, respectively. Pete Wilson, who has since withdrawn, drew 3 percent. The remaining seven candidates -- Lamar Alexander, Bob Dornan, Phil Gramm, Alan Keyes, Richard Lugar, Arlen Specter, and Maurice Taylor -- each garnered 2 percent or less.

Perhaps because of the large number and the variety of Republican primary candidates so far, at least one in four (26 percent) of these likely Republican voters remained undecided,

-more-

Wallwork said. Similar responses were expressed by those who described themselves as Republicans and those who said they usually vote Republican.

The possibility of a major independent or third party candidate also may be contributing to the indecision seen across the board, Wallwork said. Only 31 percent of the respondents overall expressed relative satisfaction with the choice of presidential candidates so far, from either party. Forty-four percent overall said they would rather have an independent or third party candidate join the race.

Fifty percent of the respondents thought having a major independent or third party candidate in the presidential race would be good for the country, while roughly a third (32 percent) said it's better to have the major presidential candidates work within the existing two-party system, Wallwork said.

In no subgroups did a majority indicate relative satisfaction with the candidates or a preference to work within the two-party system, Wallwork said, but the Republicans came closest, perhaps reflecting the number and variety of candidates from their party. Forty-eight percent said they were relatively satisfied with the candidate choices, while only 28 percent said they would like an independent candidate to join the race. Almost half (49 percent) thought it was better to work within the two-party system.

Democrats tended to mirror the overall results, Wallwork said. In contrast to the Republicans, they were more supportive of the notion of an independent or third party candidate, less satisfied with the choices so far and less committed to candidates working within the two-party system.

As for a preferred independent or third party candidate for president, 58 percent of respondents were undecided -- either because they were unfamiliar with possible candidates or just not sure whom they preferred, Wallwork said. Those who did have someone in mind most often named the two men garnering the most attention today -- Colin Powell (22 percent overall) and Ross Perot (10 percent). However, Wallwork said, some of the less-frequent responses were more entertaining -- Bo Gritz, Jack Kemp, Norman Schwarzkopf, any of the Rockefellers ("they have the money and know what they're doing"), a woman ("no one else has been able to do it right"), "my Mom (she's rich and has good ideas)," and "someone like Abe Lincoln."

The Montana Poll's statewide sample was drawn using the bureau's two-stage random sampling process that generates a representative cross-section of Montana's adult population. Its random digit telephone sampling program generates a statewide sample of telephone numbers, proportionate with the distribution of households in the state. A second random sampling procedure is then used to select one adult respondent in each household, taking into account the number and gender of adults in the household. The total sample (all respondents) has a potential maximum error margin of plus or minus 5 percentage points. The error margin for any subgroups would be larger depending on the size of the group.

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MONTANA POLL

Table 1

Bureau of Business and Economic Research, The University of Montana (Missoula, Montana 59812)

Sample: Adult Montanans, statewide (n=411)

Interview dates: September 21-26, 1995

Topic: Election Outlook 1996 -- Republican Primary for U.S. President

	<u>Bob Dole</u>	<u>Pat Buchanan</u>	<u>Pete Wilson</u>	<u>Malcolm Forbes, Jr</u>	<u>Other Candidates^a</u>	<u>Undecided</u>	<u>Won't Vote^b</u>
All respondents (n=411)	28%	8%	5%	4%	9%	34%	13%
Registered to vote (n=339)	28%	8%	6%	4%	9%	34%	12%
Usually vote:							
Republican (n=151)	43%	11%	1%	7%	12%	22%	3%
Democrat (n=152)	20%	9%	7%	2%	9%	30%	24%
Likely to vote June 1996:							
Republican primary (n=177)	43%	8%	3%	6%	10%	26%	3%
Democratic primary (n=160)	19%	10%	6%	3%	8%	32%	22%
Republican ^c (n=130)	42%	9%	3%	7%	12%	25%	2%
Democrat ^c (n=125)	18%	6%	7%	2%	10%	30%	27%
Independent ^c (n=51)	18%	10%	6%	8%	6%	37%	16%
Conservative ^c (n=135)	38%	12%	8%	0%	8%	44%	20%
Moderate ^c (n=188)	26%	6%	6%	4%	7%	39%	12%
Liberal ^c (n=63)	18%	5%	2%	2%	13%	32%	30%

NOTE: Percentages may not add to 100 because of rounding.

^aInclude following declared candidates, at the time of the poll: Lamar Alexander (1% overall), Bob Dornan (less than 1%), Phil Gramm (2%), Alan Keyes (1%), Richard Lugar (1%), Arlen Specter (3%), and Maurice (Morry) Taylor (less than 1%).

^bWon't vote at all or not in this Republican primary.

^cSelf-described.

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MONTANA POLL

Table 2

Bureau of Business and Economic Research, The University of Montana (Missoula, Montana 59812)

Sample: Adult Montanans, statewide (n=411)

Interview dates: September 21-26, 1995

Topic: Election Outlook 1996 -- U.S. President (Issues)

	All Respondents <u>(n=411)</u>	Democrats ^a <u>(n=125)</u>	Republicans ^a <u>(n=130)</u>
Current choices for president, from both the Republican and Democratic parties....versus.... having a major independent or third party candidate as well.....			
Relatively satisfied with choices (or at least some/most)	31%	34%	48%
Not really satisfied with choices but don't want an independent/third party candidate (<i>volunteered</i>)	8%	7%	10%
Rather have independent/third party candidate in race also	44%	48%	28%
Undecided	17%	11%	14%
Three political parties or two?			
Would be good for the United States to have a major independent or third party candidate for President	50%	57%	30%
Better to have the major presidential candidates work within the two-party system	32%	34%	49%
Undecided and other responses	18%	10%	21%

NOTE: Percentages may not add to 100 because of rounding.

^aSelf-described

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MONTANA POLL

Table 3

Bureau of Business and Economic Research, The University of Montana (Missoula, Montana 59812)

Sample: Adult Montanans, statewide (n=411)

Interview dates: September 21-26, 1995

Topic: Election Outlook 1996 -- Independent/Third Party Candidate for President

Suppose a major independent or third party candidate did run for president -- who would you like to see as such a candidate? (No names were offered to respondents.)

Colin Powell	22%
Ross Perot	10%
Other persons ^a	10%
Undecided	58%
Not familiar with possible independent candidates, no attention to presidential race	20%
Not sure, can't say, don't know	37%

NOTE: Percentages may not add to 100 because of rounding.

^aTwo responses (0.5%) each: Bill Bradley, Bo Gritz, Jack Kemp, Norman Schwarzkopf, Marc Racicot, and "Me" (the respondent).

One response (0.2%) each (with any pertinent comments included): Jesse Jackson, Paul Tsongas, Oliver North, Pat Buchanan as an Independent, Gloria Steinem, Pat Robertson, Jerry Brown, Rush Limbaugh, Paul Simon, Jim Carrey, Pat Paulsen, any of the Rockefellers (they have the money and know what they're doing), Libertarian who ran last time, a woman (no one else has been able to do it right), My Mom (she's rich and has good ideas), whoever has the best ethics (it's the person, not the party), someone like Perot but with more backbone, someone with Perot's perspective but not Perot (someone who wants what the people want, not what he wants), someone like Abe Lincoln.

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