



# The Gallup Poll

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## Republican Convention Boosts Bush's Candidacy, But Quayle Controversy Could Undermine It

By George Gallup, Jr. and Alec Gallup

PRINCETON, N.J. — Last week's Republican National Convention moved George Bush into at least a tie for the November election, ending rival Michael Dukakis' long domination of the presidential race. Voters' immediate reactions to Bush's choice of Sen. Dan Quayle as his running mate, however, were equivocal, and continuing controversy over the Quayle nomination could jeopardize Bush's newly-won gains.

The Bush-Quayle Republican ticket now holds a statistically inconclusive edge over the Democrats' Dukakis-Bentsen slate, 48% to 44%. Prior to the GOP convention, Bush trailed Dukakis by a 42% to 49% margin. Bush led Dukakis, 52% to 40%, following the Super Tuesday primaries in March, but soon saw his advantage disappear. From mid-May until last week Dukakis had been the front runner, at times by substantial margins.

The Republican convention boosted Bush's competitive standing by 6 percentage-points, about the same as the 7-point gain registered by Dukakis after last month's successful Democratic convention in Atlanta. However, Gallup surveys over the last 40 years have shown the impact of political conventions usually is short-lived, with the candidates soon reverting to their pre convention support levels.

### Bush Gains in Most Groups

Prior to the New Orleans convention, Bush held a significant lead over Dukakis only among voters under 30, college graduates, the most affluent, white evangelicals, Southerners, and his fellow Republicans. Today, in addition to bolstering his competitive edge in most of these key voter groups, he now leads Dukakis among whites, men, 30-49-year-olds, voters with some college education, those from non-union households, and Independents.

A Newsweek Poll conducted by Gallup last Thursday and Friday nights, which found Bush leading Dukakis, 51% to 42%, suggests the stimulus the Bush campaign derived from the GOP convention not only may be ephemeral, but also shows voters' ambivalence about Quayle's candidacy before it was engulfed in controversy.

On one hand, three-fourths of voters interviewed Thursday night (74%) said they did not have a less favorable opinion of Quayle "because he chose to serve in the National Guard during the Vietnam War," while only 13% disagreed.

On the other, about equal proportions said they were more likely (36%) rather than less likely (33%) to vote for Bush because of his choice of Quayle as running mate. In contrast, 48% of voters surveyed after the Democratic convention said they were more apt to vote for Dukakis because of his selection of Lloyd Bentsen as his vice-presidential nominee, compared to 28% who would be less likely to do so. Moreover, 67% rated Bentsen as qualified to serve as president while only 43% currently offer this assessment of Quayle.

Following are the questions and key findings:

*If the presidential election were being held today, would you vote for the Republican ticket of George Bush and Dan Quayle or the Democratic ticket of Michael Dukakis and Lloyd Bentsen? As of today, do you lean more to Bush and Quayle, the Republicans, or to Dukakis and Bentsen, the Democrats?*

### Presidential Trial Heats

	Bush Quayle	Dukakis Bentsen	Unde- cided
	%	%	%
Aug. 19-21	48	44	8
Aug. 18-19*	51	42	7
Aug. 15-18 Republican Convention			
Aug. 5-7	42	49	9
Jul. 22-24	37	54	9
Jul. 18-21 Democratic Convention			
Jul. 8-10	41	47	12
Jun. 24-26	41	46	13
Jun. 10-12	38	52	10
May 13-15	38	54	8
Apr. 21-23	45	43	12
Mar. 10-12	52	40	8

\*Gallup survey for Newsweek

NOTE: Pre-Republican Convention results based on presidential candidates only.

### Presidential Trial Heats

	August	19-21	August	5-7
	Bush	Duka-	Bush	Duka-
	%	kis	%	kis
NATIONAL	48	44	42	49
Men	53	40	47	46
Women	43	48	37	52
18-29 years	56	39	54	40
30-49 years	51	42	41	50
50 & older	43	48	37	53
College grads.	48	48	49	43
Some college	53	41	48	47
No college	46	44	37	53
\$50,000 & over	58	40	56	38
\$30,000-\$49,999	51	43	48	45
\$15,000-\$29,999	49	43	37	57
Under \$15,000	38	53	29	61
Union H.H.	33	58	31	61
Non-union H.H.	51	41	45	46
White evangelicals	57	34	53	39
Non-evangelicals	49	44	45	47
Republicans	90	6	76	13
Democrats	8	87	6	92
Independents	47	38	43	44
East	45	46	41	50
Midwest	45	45	36	54
South	54	39	49	42
West	45	49	41	51

NOTE: Aug. 5-7 results based on presidential candidates only. "Undecided" omitted.

The latest results are based on telephone interviews with 1,000 registered voters conducted in scientifically selected localities across the nation Aug. 19-21. For results based on samples of this size, one can say with 95% confidence that the error attributable to sampling and other random effects could be plus or minus 3 percentage points.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls. *This report conforms to the standards of disclosure of the National Council on Public Polls.*