

FOR IMMEDIATE RELEASE

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NEWS RELEASE

IT'S NICE TO BE AT THE HOUSTON PRESS CLUB FOR A POST-ELECTION ANALYSIS ON THE U.S. SENATE RACE BETWEEN JOHN TOWER AND BOB KRUEGER. IT IS VERY FITTING THAT WE RETURN TO THIS PARTICULAR SETTING TO ANALYZE THE LAST THREE WEEKS OF THE SENATE CAMPAIGN SINCE THE FAMOUS "HANDSHAKE" INCIDENT OCCURRED HERE ON OCTOBER 17TH AND ACHIEVED NATIONAL RECOGNITION.

IT IS ALSO FITTING THAT WE DISCUSS THE SO-CALLED "BATTLE OF THE POLLS" WHICH WERE MUCH IN THE NEWS IN THE U.S. SENATE RACE AND PARTICULARLY IN THE GOVERNOR'S RACE. BOTH CAMPAIGNS IN TEXAS EVIDENCED LARGE-SCALE RESEARCH CAMPAIGNS AND MANY STATISTICAL DIFFERENCES WERE NOTED BY THE PRESS AND THE PUBLIC AT LARGE. SINCE THERE WERE MANY DISPUTES ABOUT THE CAUSES OF THESE POLLING DIFFERENCES BETWEEN THE CAMPAIGNS, I HAVE DECIDED TO RELEASE TO THE PRESS HERE TODAY, AS MUCH OF THE STATISTICAL POLLING HISTORY OF THE CAMPAIGNS AS I AM ABLE TO, AND TO ATTEMPT TO SHED SOME LIGHT ON WHY SOME OF THESE DIFFERENCES OCCURRED.

BUT BEFORE I PURSUE THAT PARTICULAR TOPIC, ALLOW ME TO AGREE WITH OTHERS IN SAYING HERE TODAY THAT THE STATE OF TEXAS SIMULTANEOUSLY PRESENTED TO THE NATION TWO OF THE MOST HOTLY CONTESTED AND COMPETITIVELY CLOSE ELECTIONS IN THE COUNTRY. ADDITIONALLY, WE ALSO KNOW BY NOW THAT THE REPUBLICAN NATIONAL COMMITTEE CHAIRMAN, BILL BROCK, CALLED THE BILL CLEMENTS SURPRISE VICTORY IN TEXAS THE "UPSET OF THE YEAR" AND DEMOCRATIC NATIONAL COMMITTEE

CHAIRMAN, JOHN WHITE, DESCRIBED THE CLEMENTS VICTORY IN TEXAS AS "A REAL SHOCKER." MOREOVER, I AM SURE THAT POLITICAL SCIENTISTS AND HISTORIANS WILL BE STUDYING THESE TWO ELECTIONS FOR MANY YEARS TO COME BECAUSE OF THE HISTORIC "BREAK-OUT" FROM ONE-PARTY DEMOCRATIC RULE IN THE STATE OF TEXAS PARTICULARLY WITH REGARD TO THE GOVERNOR'S RACE.

HOWEVER IT MUST BE POINTED OUT AT THIS TIME THAT THE TRACKING SURVEYS CONDUCTED BY V. LANCE TARRANCE AND ASSOCIATES CAPTURED SOME OF THE RATHER UNIQUE "SURGES AND DECLINES" IN THE VOTING THAT THE WORKING PRESS MAY FIND MOST INTERESTING. FOR INSTANCE, IF THE ELECTION HAD BEEN CONDUCTED IN THE LAST DAYS OF OCTOBER RATHER THAN ON NOVEMBER 7, IT IS VERY LIKELY THAT NEITHER BILL CLEMENTS NOR JOHN TOWER WOULD HAVE BEEN SUCCESSFUL, AS CAN BE SEEN BY THE CHARTS THAT HAVE BEEN HANDED OUT, BOB KRUEGER'S CAMPAIGN "PEAKED" TOO SOON ON OCTOBER 29, WHEREAS THE TOWER CAMPAIGN WAS ABLE TO ESTABLISH A WINNING TREND ONLY AT THE LAST MOMENT -- APPROXIMATELY NOVEMBER 4. IN POINT OF FACT, THE KRUEGER CAMPAIGN FROM OCTOBER 29 THROUGH NOVEMBER 5 EVIDENCED A SLOW BUT STEADY DECLINE IN SUPPORT FOR SEVEN STRAIGHT DAYS WHICH ENABLED THE TOWER CAMPAIGN TO REORGANIZE AND SURGE FORTH IN THOSE LAST DAYS. ADDITIONALLY, IT CAN BE OBSERVED THAT SENATOR TOWER LOST HIS SENATE SEAT IN THE MONTH OF OCTOBER TWO TIMES BEFORE RECAPTURING IT IN THE VERY FINAL PHASE OF THE CAMPAIGN.

THE CLEMENTS FOR GOVERNOR CAMPAIGN EXHIBITED A COMPLETELY DIFFERENT PATTERN TOWARD ITS VICTORY WHICH CAN BE DESCRIBED AS "A SUDDEN FINISH BY BOTH CANDIDATES IN THE LAST FOUR DAYS." AS CONTRASTED WITH THE KRUEGER DECLINE, THE HILL AND CLEMENTS CONTEST "CLOSED" ON APPROXIMATELY NOVEMBER 2 IN CONCERT WITH A SHARP DECLINE IN THE UNDECIDED VOTE. WHAT IS INTRIGUING ABOUT THE GOVERNOR'S RACE IS THAT BOTH HILL AND CLEMENTS APPARENTLY WERE WINNING EQUAL AMOUNTS OF THE LAST-MINUTE UNDECIDED VOTERS AS THEY BOTH RUSHED TOWARD THE FINISH LINE.

IT IS IMPORTANT TO RECALL THAT MOST DEMOCRATIC PARTY POLLSTERS AND NEUTRAL POLLING ORGANIZATIONS WERE NOT ABLE TO APPARENTLY DETECT THE VERY FAST MOVEMENT IN THE GOVERNOR'S RACE THAT OCCURRED SO LATE IN THE HOUR. SOME OF THESE SO-CALLED STATISTICAL DIFFERENCES BETWEEN THE POLLING FIRMS CAN THEN BE ACCOUNTED FOR BY NOT CONDUCTING RESEARCH STUDIES IN THE LAST DAYS OR IN "CLOSING OUT" THEIR RESEARCH PREDICTIONS TOO EARLY.

THE REASON THAT V. LANCE TARRANCE AND ASSOCIATES' POLLING DATA WAS AS CLOSE TO THE ACTUAL OUTCOME AS IT WAS WAS THAT THE TRACKING PROGRAM FOR BOTH SENATOR TOWER AND GOVERNOR-ELECT BILL CLEMENTS WAS PROGRAMMED THROUGH NOVEMBER 5 AND WAS CONTINUOUS FROM APPROXIMATELY OCTOBER 12TH. THIS SOPHISTICATED RESEARCH DESIGN ENTAILED A DAILY TRACKING STATEWIDE OF 125 INTERVIEWS EACH DAY DURING THESE LAST THREE WEEKS OF THE CAMPAIGN WITH AN ACCUMULATED "MOVING AVERAGE" OF 500 INTERVIEWS EVERY DAY. AT THE CONCLUSION OF EACH EIGHT DAY PERIOD,

AN IN-DEPTH COMPUTER ANALYSIS WAS MADE TO ANALYZE THE CHANGES THAT WERE OCCURRING IN THE RACE BY SUCH TARGET GROUPS AS CONSERVATIVE DEMOCRATS, TICKET-SPLITTERS, HIGH TURNOUT PROBABILITY VOTERS, GEOPOLITICAL REGIONS, AND AGE AND LIFESTYLE GROUPS.

APPROXIMATELY 3,000 INTERVIEWS WERE COLLECTED DURING THIS PERIOD WHICH ENABLED THE TOWER AND CLEMENTS CAMPAIGNS TO RATHER PRECISELY MEASURE THE DAY-TO-DAY SURGES AND DECLINES OF THE ELECTION AND TO INTERPRET THEIR CAUSES AND EFFECTS. ANALYZING THE STRENGTHS AND WEAKNESSES OF BOTH JOHN HILL AND BILL CLEMENTS AS WELL AS JOHN TOWER AND BOB KRUEGER ON SUCH A PERIODIC BASIS, ENABLED BOTH THE CLEMENTS AND TOWER CAMPAIGNS TO MODIFY THEIR STRATEGIES AS THE CONTEST DRFW TO A CLOSE. THIS WAS THE FIRST TIME STATE-WIDE REPUBLICAN CAMPAIGNS HAVE HAD THIS TYPE OF CONTINUOUS "TRACKING" RESEARCH.

ADDITIONALLY, QUESTIONS WERE ASKED EACH DAY AS TO MEDIA IMPACT AND PRESENTATION OF THE ADVERTISING CAMPAIGNS OF ALL FOUR CANDIDATES WERE MEASURED AND THIS ENABLED THE TOWER AND CLEMENTS CAMPAIGNS TO RE-ENGINEER MANY OF THEIR LATE CAMPAIGN MESSAGES.

IN CLOSING, IT IS FAIR TO SAY THAT BOTH CONTESTS WERE EXTREMELY VOLATILE AS TO THE OUTCOME AND NO CANDIDATE EVER HAD A CLEAR HOLD ON THE ELECTION DURING THE LAST THREE WEEKS OF THE ELECTION. THIS OF COURSE IS AN OBSERVATION THAT DISPUTES MUCH OF THE HILL CAMPAIGN RESEARCH DATA THAT WAS RELEASED TO THE PRESS. IT ALSO DISPUTES MUCH OF THE LAST MINUTE RESEARCH THAT WAS RELEASED BY

THE KRUEGER CAMPAIGN. EVEN WHEN ADJUSTING FOR KNOWN STATISTICAL SAMPLING TOLERANCES, IT IS APPARENT THAT BOTH THE HILL AND KRUEGER RESEARCH FINDINGS DID NOT PICK UP THE LAST SEVEN OR EIGHT DAY SHIFT IN VOTER ATTITUDES AND THIS PLAYED APPARENTLY A LARGE PART IN THE DIFFERENCES BETWEEN KRUEGER AND HILL CAMPAIGN EXPECTATIONS AND THE FINAL OUTCOME.

THE FINAL RESULTS FROM THE LAST 1,000 INTERVIEWS OVER AN EIGHT DAY PERIOD IN THE SENATE CAMPAIGN (LAST INTERVIEWS WERE COMPLETED ON NOVEMBER 5) WERE THE FOLLOWING:

TOWER SUPPORT.....	42.2
KRUEGER SUPPORT.....	41.4
DELEON SUPPORT.....	1.8
STILL UNDECIDED.....	14.6

THE LAST 500 INTERVIEWS OVER THE FOUR DAYS OF NOVEMBER 2 THROUGH NOVEMBER 5 SHOWED THE GOVERNOR'S RACE ALSO EXTREMELY CLOSE:

CLEMENTS SUPPORT.....	44.8
HILL SUPPORT.....	44.2
CAMPEAN SUPPORT.....	1.4
STILL UNDECIDED.....	9.6

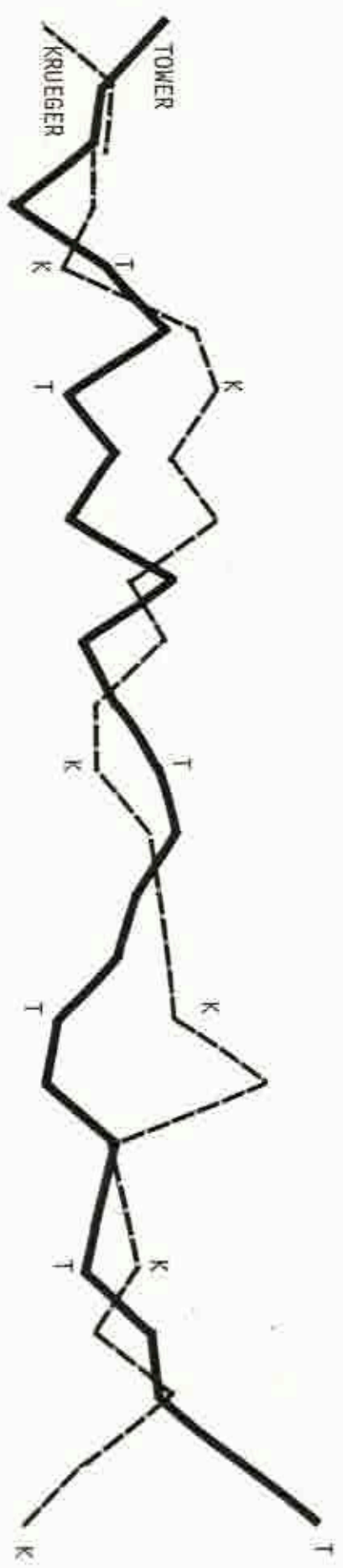
I'LL NOW BE GLAD TO ANSWER ANY QUESTIONS FOR THE PRESS --

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SENATORIAL RACE
 FOUR DAY MOVING AVERAGE (n=500)



DAILY PERCENTAGES (n=125)



OCTOBER 12

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NOVEMBER

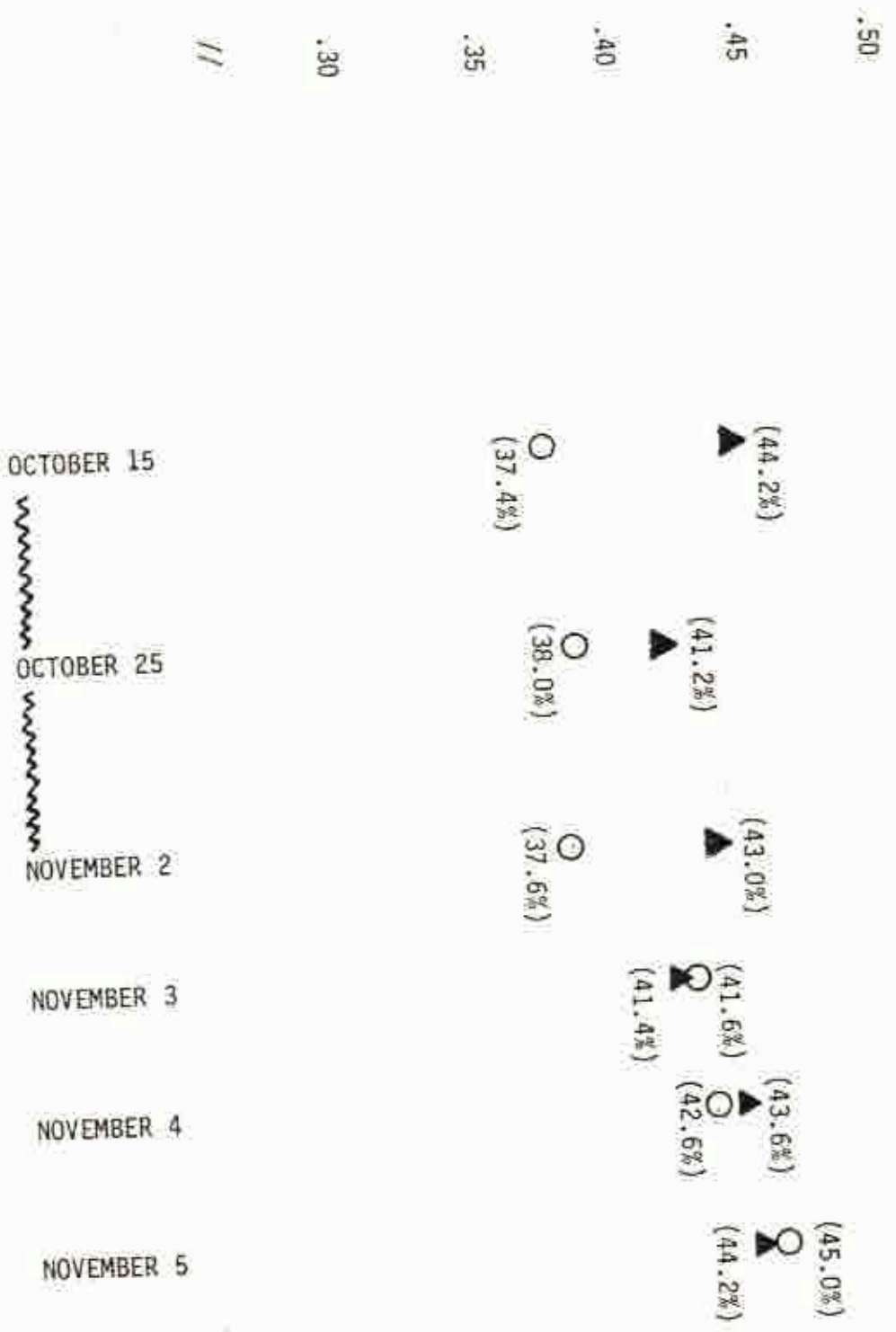
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V. LANCE TARRANCE & ASSOCIATES, INC.
 HOUSTON, TEXAS

TEXAS GUBERNATORIAL RACE: 1978

(Four day moving averages, n=500)

V. LANCE TARRANCE & ASSOCIATES, INC.
HOUSTON, TEXAS



BILL CLEMENTS ○
JOHN HILL ▲