

FOLLOW
THE
LEADER

*Opinion Polls
and the
Modern Presidents*

PAUL BRACE
BARBARA HINCKLEY



BasicBooks

A Division of HarperCollins Publishers

FROM THE BOOKNOTES LIBRARY OF
BRIAN P. LAMB
C-SPAN BROADCAST DATE

11 / 8 / 92

180

183. Barbara Hinkley and Paul Brace

Follow the Leader

Taped: 10/29/92

Aired: 11/8/92

Tape #: 31123

Decay curve p 166

Positive style works - Reagan / Ken / Eis
Foreign Policy helps pop.

Press focus on polls changes poll results

1st 30 months of 8 Presidents

Legislative activity hurts popularity
Only speech making has a positive effect p 120

James David Barber

BOOKNOTES
1992-11-08

Library of Congress Cataloging-in-Publication Data
Brace, Paul, 1954-

Follow the leader: opinion polls and the modern presidents /
Paul Brace, Barbara Hinckley.

p. cm.

Includes bibliographical references and index.

ISBN 0-465-01334-1

1. Presidents—United States. 2. Public opinion—United States. 3. United States—Politics and government—1945-. I. Hinckley, Barbara, 1937-. II. Title.

JK518.B72 1992

353.03'13—dc20

91-59021

CIP

Copyright © 1992 by BasicBooks, A Division of HarperCollins Publishers, Inc.

All rights reserved. Manufactured in the United Kingdom by HarperCollins Publishers Ltd. No part of this book may be reproduced in any manner whatsoever without written permission except in the case of brief quotations embodied in critical articles and reviews. For information, address BasicBooks, 10 East 53rd Street, New York, NY 10022-5299.

Designed by Ellen Levine

92 93 94 95 CC/GL 9 8 7 6 5 4 3 2 1