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But Many Already Wary Of Negative Tone
FAR MORE VOTERS BELIEVE ELECTION OUTCOME MATTERS

A Survey Conducted in Association with:
PEW INTERNET AND AMERICAN LIFE PROJECT

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But Many Already Wary Of Negative Tone
FAR MORE VOTERS BELIEVE ELECTION OUTCOME MATTERS

The long general election campaign begins with voters paying much more attention than usual and a decidedly greater number of Americans thinking that it *matters* who wins in the fall than felt that way four years ago. However, roughly half of Americans already say the campaign is too long, “boring” and “too negative.”

More than six-in-ten Americans (63%) think it really matters more who wins the 2004 presidential election this year, compared with 45% who expressed that view in June 2000. The increase is most notable among Democrats (68%, up from 46% in 2000), but growing numbers of Republicans and independents also believe it really matters who wins in the fall (Republicans up 16%, independents 15%).

<i>Does it really matter who wins the election?</i>	Aug 1976	June 2000	March 2004
	%	%	%
Yes	45	45	63
No	46	49	32
Don't know	9	6	5
	100	100	100

Despite the public’s sense of the stakes in this year’s election, many Americans already perceive that the candidates have gone too negative. Fully 48% think that Kerry has been too personally critical of President Bush, while 33% say Bush has been too personally critical of Kerry. The latest Pew Research Center national poll of 1,703 Americans, conducted March 17-21, finds that nearly half of the public (47%) believes that, in general, the campaign is too negative. Republicans are somewhat more critical of the early tone of the campaign than are Democrats – 50% of Republicans say it has been too negative compared with 43% of Democrats.

A separate Pew survey of 1,065 Americans, conducted March 22-24, shows that criticisms lodged by former White House counter-terrorism aide Richard Clarke are drawing significant public interest. About four-in-ten Americans (42%) say they have heard “a lot” about Clarke’s claim that the president ignored serious warnings prior to the Sept. 11 attacks and 47% say they have heard “a little” about his claims. Just 10% say they have heard nothing at all about Clarke’s criticisms. The story is attracting comparable levels of interest among Republicans and Democrats.

	%
A lot	42
A little	47
Nothing at all	10
Don't know	1
	100
Number of cases	1,065

Perhaps reflecting the early campaign skirmishing, ideological perceptions of the candidates have begun to shift. The survey finds an increasing number of voters placing Kerry at the liberal end of the ideological spectrum. Republicans, in particular, view Kerry as far more liberal today than they did just two months ago, prior to the start of the Democratic primaries.

With seven months to go until Election Day, most voters report they have already seen ads for the Bush and Kerry campaigns, and this is especially the case for those in the swing states. Overall, 65% of voters say they have seen one or more of Bush's campaign commercials, but that figure rises to 76% of those in swing states. Similarly, 61% of all voters – and 69% of those in swing states – say they have seen a TV commercial for Kerry. People in those highly-contested states do not have markedly different impressions of the campaign from those living in Republican and Democratic states.¹

Aside from viewing this year's election as important, the public also is far more focused on the campaign than in past elections. Nearly two-thirds of voters (65%) say they have thought "quite a lot" about the presidential campaign. That level approaches *peak* engagement in the 2000 campaign, reached in early November 2000, when 72% said they had thought quite a lot about the campaign. In the spring of 2000, just 48% said they were giving a lot of thought to the campaign. This also is translating into higher interest in campaign news – currently, 35% say they are following news about the presidential campaign very closely, up from 24% last month.

Overall, a narrow majority of the public (51%) has a favorable impression of the campaign so far. Democrats and Republicans generally express positive opinions of the campaign so far (56% of Democrats, 54% of Republicans), while the views of independents are more mixed: 45% have a favorable opinion of the campaign, 43% have an unfavorable opinion.

By more than five-to-one (81%-17%), the public sees this year's election as important rather than unimportant, and this opinion is held by similar numbers of Democrats, Republicans and independents. There also is partisan agreement on the campaign's length: about half of Republicans, Democrats and independents feel the campaign is too long. Older Americans, in particular, are of the opinion that the presidential campaign is excessively long. By more than two-to-one (64%-28%), people age 65 and older believe the campaign is too long.

First Reactions to Campaign 2004	
Important	81
Unimportant	17
Neither applies	1
Don't know	<u>1</u>
	100
Interesting	49
Boring	48
Neither applies	1
Don't know	<u>2</u>
	100
Informative	53
Not informative	42
Neither applies	2
Don't know	<u>3</u>
	100
Too long	52
Not too long	44
Neither applies	1
Don't know	<u>3</u>
	100
Too negative	47
Not too negative	47
Neither applies	2
Don't know	<u>4</u>
	100
Hard to follow	28
Easy to follow	68
Neither applies	2
Don't know	<u>2</u>
	100

¹ States are categorized based on presidential vote in the 1992, 1996 and 2000 elections. Democratic states are those that favored Clinton and Gore by margins significantly higher than the national average. Republican states, likewise, favored the Republican candidates more than the average. Finally, swing states are those that have divided between the candidates or have been won by margins very close to the national average in each year.

The new survey, conducted during the commemoration of the first anniversary of the start of the Iraq war and after the terrorist attacks in Madrid, finds that 55% feel the war was the right decision. Just half of Americans believe the war in Iraq helped the war on terrorism, the lowest percentage to express that view since the war began.

The Madrid attacks have drawn considerable public interest, particularly compared with other foreign news stories. Roughly a third of Americans (34%) followed news of the attacks very closely. There also has been a modest increase in public worries about terrorism – 20% say they are very worried about a terrorist attack in the U.S., up from 13% last month.

By contrast, the deployment of a small number of U.S. military forces to Haiti has drawn very little attention from the public. Just 15% say they have been following news of civil unrest in Haiti very closely, and an overwhelming majority of Americans say they have heard a little (60%) or nothing at all (22%) about the deployment of U.S. forces there. The public has a divided opinion of the mission – 45% are opposed, 43% in favor.

More View Kerry as Liberal

As Kerry has emerged as the Democratic nominee, an increasing percentage of the public, especially Republicans, have come to view him as ideologically liberal. On an ideological scale from 1 to 6 (where 1 is the most conservative and 6 is the most liberal), 40% of those able to rate Kerry give him a relatively liberal “5” or “6”, up from just 28% in January. By comparison, impressions of Bush have moderated slightly over the past two months. Half rate Bush a “1” or “2” on the conservative end of the six-point scale, down from 56% in January.

Republicans have changed their views about *both* candidates. In January, just 38% of Republicans who were able to place Kerry on the ideological scale rated him as liberal, while most of the rest viewed him more moderately. Today 62% place him at “5” or “6” on the ideological scale. Only half as many Democrats (30%) and independents (34%) place Kerry at the liberal end of the spectrum.

Kerry Increasingly Viewed as Liberal			
<i>Percent rating Bush “conservative”</i>			
	<u>Jan</u>	<u>March</u>	<u>Change</u>
Total	56	50	-6
Republicans	60	47	-13
Democrats	54	56	+2
Independents	53	46	-7
<i>Percent rating Kerry “liberal”</i>			
	<u>Jan</u>	<u>March</u>	<u>Change</u>
Total	28	40	+12
Republicans	38	62	+24
Democrats	23	30	+7
Independents	25	34	+9

*Based on those who could rate the candidates on an ideological scale from 1 to 6, where ratings of 1 or 2 signify “conservative” and ratings of 5 and 6 signify “liberal”.

And Republicans have moderated their views about George W. Bush. In January, 60% of

Republicans who had an impression of the president rated him a conservative “1” or “2” on the ideological scale. Today, just 47% place Bush clearly to the right, with most of the rest rating the president a more moderate “3” or “4” on the scale.

More Go Online for Campaign News

As the contest between Bush and Kerry heats up, the survey finds growing numbers of voters turning to the Internet for campaign information. One-in-five Americans say they have gone online to get news about the elections; 15% say they go online at least once a week to get such news. That represents an increase since January when 14% said they had at some point gone on online for election news and 10% reported going online at least weekly for that purpose. The percentage of Americans who have gone online for news or information about the 2004 elections is already comparable to the percentage doing so at the *end* of the 2000 campaign (18%).

One-in-Five Americans Online for Campaign News			
	Nov <u>2000</u>	Jan <u>2004</u>	Mar <u>2004</u>
<i>Go online for campaign news</i>	% 18	% 14	% 20
Daily	5	4	6
Weekly	8	6	9
Less often	5	4	5

The diversity of viewpoints on the Internet and its convenience are the most frequently cited reasons for why people get election news online. Nearly half (49%) of those who go online for campaign news at least once a week say the most important reason is the wider range of viewpoints available on the web. Convenience is cited by 37% as most important, while just 8% say the most important reason they go online is to get in-depth information about the campaign.

Aside from following campaign news online, 16% of the public (24% of Internet users) say they use the web to research candidates’ positions on the issues. Roughly half as many (8% of the public, 12% of Internet users) go online to get information on local campaign organizations or activities, or to visit web sites set up by groups promoting candidates or positions. Seven percent say they have visited candidates’ campaign web sites, and just 3% of the public reports participating in online discussions, blogs, or chat groups about the elections. While these proportions are small, they are growing. Overall, 20% of Americans report having done one or more of these things, up from 14% in early January.

	The Internet and Politics: Getting Information Online	
	<i>Percent of...</i>	
	<u>General Public</u>	<u>Internet users</u>
Get candidate issue positions	16	24
Get information on local activities	8	12
Visit web sites of political groups	8	12
Visit candidate web sites	7	11
Engage in chats, discussions, blogs	3	4
<i>Any of these five</i>	20	30
Number of cases	(1703)	(1181)

And the web plays a role in political communications even for those not seeking out news online. A majority of Internet users (52%) say they “bump into” news when going online for other purposes. And many of those who do not go online specifically to get campaign news report inadvertently coming across news election news this way (47%).

Liberal Democrats Active on the Web

For some people, the internet is more than just a place to get information, but also a place to exchange ideas and participate more directly. In the current survey, 15% of the public say they have sent or received e-mail messages about the candidates or campaigns, up slightly from 11% in January. Eight percent of the public say they have participated in campaign activities such as reading online discussion groups, signing ‘e-petitions,’ or donating money over the Internet.

	<i>Percent who have...</i>		<i>(N)</i>
	<i>Sent or received e-mails</i>	<i>Participated in campaign activities*</i>	
	<i>%</i>	<i>%</i>	
General public	15	8	(1703)
Conserv. Reps	20	9	(310)
Mod/Lib Reps	12	2	(167)
Independents	15	7	(542)
Cons/Mod Dems	10	7	(389)
Liberal Dems	31	22	(174)

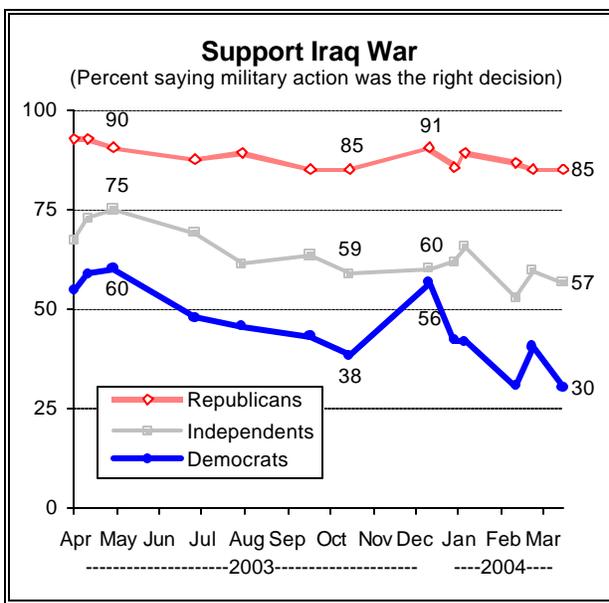
* such as discussion groups, petitions and donations.

Perhaps reflecting the activity generated during the Democratic presidential primaries, 31% of liberal Democrats say they have exchanged e-mails about the campaign online. Liberal Democrats are considerably more likely to report engaging in other direct political activities as well – they are more than twice as likely as other Americans to report donating money, signing petitions, or participating in online discussions.

Smaller Majority Backs Iraq War

Currently, 55% of Americans say it was the right decision to take military action in Iraq while 39% say it was the wrong decision. This is comparable to public views in early February (56%) – in late February 60% said they supported military action and 32% opposed.

Since the end of the war almost a year ago, Republicans have been steady in their support of the president’s decision to use military force in Iraq, while opinion has fluctuated among Democrats. In the month



following the fall of Baghdad, and again after the capture of Saddam Hussein in December, most Democrats approved of the president's decision. But in the summer and fall of 2003, and again over the past few months, the predominant view among Democrats has been that military action in Iraq was a mistake. The current divide between Republicans and Democrats over this question is as large as it has ever been, as Democratic support for the war has fallen 26 points since December (from 56% to 30%).

Public views on how well the military operation in Iraq is going have also dipped after rising following the capture of Saddam Hussein. Currently, six-in-ten say things are going very (16%) or fairly (45%) well in Iraq, little changed from 63% in February, and down from a recent high of 75% in December. Prior to Hussein's capture, a comparable six-in-ten rated the state of affairs in Iraq favorably. Again, there is a sizeable partisan divide in views of how things are going.

Haiti Mission Below the Radar

Just 17% of Americans say they have heard a lot about the deployment of U.S. military forces to Haiti – 60% have heard a little and 22% say they have heard nothing at all about this engagement. As with many foreign policy issues, men, older people, and highly educated Americans are the most likely to have heard a lot about the issue.

The minority of Americans who say they have heard a lot about the Haiti deployment are much more supportive of the mission than are those who have heard little or nothing about it. People who have heard a lot about U.S. troops in Haiti favor the decision by a 56% to 38% margin. Those who have heard nothing oppose using force in Haiti by roughly two-to-one (52% to 25%).

There are significant gender and partisan divides on this issue as well. Men feel more favorably toward using American force in Haiti than do women (50% vs. 36%, respectively). Republicans mostly back the use of force in Haiti (55% favor, 34% oppose) while most Democrats are opposed (36% favor, 52% oppose). Political independents are divided, with 41% in favor of using U.S. military force in Haiti, and 47% opposed. Narrow majorities of African Americans (54%) and Hispanics (51%) oppose the U.S. military deployment in Haiti, while whites are divided (43% favor, 44% oppose).

Opinion on Military Deployment in Haiti			
	<u>Favor</u>	<u>Oppose</u>	<u>DK</u>
	%	%	%
Total	43	45	12=100
<i>Heard about...</i>			
A lot	56	38	6=100
A little	45	44	11=100
Not at all	25	52	23=100
<i>Other groups</i>			
Men	50	40	10=100
Women	36	49	15=100
White	43	44	13=100
Black	38	54	8=100
Hispanic	36	51	13=100
Republican	55	34	11=100
Democrat	36	52	12=100
Independent	41	47	12=100

Opposing Gay Marriage – and a Constitutional Ban

By a margin of about two-to-one (59% to 32%), most Americans continue to oppose allowing gays and lesbians to marry legally. But only 36% think it would be a good idea to amend the Constitution to prevent gay marriage. About one-in-five Americans (21%) say they oppose gay marriage, but also oppose amending the Constitution to ban such marriages. People who take this position cite a range of reasons for their views, including the belief that government should stay out of the issue of gay marriage or that it is not a constitutional issue.

The public is nearly evenly divided on the question of allowing gay and lesbian couples to enter into civil unions, with 49% in favor and 44% opposed. As with views on gay marriage, there has been little change in public opinion on this issue since previous polling in October.

	Oct 2003	Mar 2004
<i>Gay marriage</i>	%	%
Favor	30	32
Oppose	58	59
Pro-amendment	--	36
Against amendment	--	21
Don't know	12	9
	100	100
<i>Civil unions</i>		
Favor	45	49
Oppose	47	44
Don't know	8	7
	100	100

Many Wary of Changing Constitution

A slight majority of Republicans (54%) and conservatives (52%) favor a constitutional ban on gay marriage, but just 29% of Democrats and 30% of independents agree. Even though older Americans (age 65+) are strongly opposed to gay marriage (75% opposed), they are not enthusiastic about a constitutional amendment: 38% think it's a good idea but 31% think it's a bad idea.

Those who oppose gay marriage but also oppose a constitutional amendment were asked why they do not support amending the constitution. Many of the answers (18%) revolved around the theme that the Constitution is too important to change. "I don't think we have a right to amend the Constitution every time we don't like something," said one respondent. "Our forefathers wrote this document and it should stay that way," said another. In a similar vein, some 5% specifically worried that a gay marriage amendment would open the door to other, less desirable changes in the Constitution.

Eleven percent said the issue should be left to the states to resolve, and 8% offered the view that gay

<i>Reasons amendment is a bad idea</i>	%
Leave the Constitution alone	18
Gov't should stay out of gay marriage	14
Leave issue to the states to resolve	11
Not that important / Other priorities	8
Gay marriage doesn't belong in Const.	6
Would open door to other amendments	5
Wouldn't work / can't stop people	2
Just oppose/ amendment unnecessary	10
Number of cases	(363)
Based on respondents who oppose gay marriage, but also believe a constitutional amendment is a bad idea.	

marriage was simply not important enough to warrant amending the Constitution. “It’s a trivial issue on a constitutional basis,” said one. “It’s too big a move for such a small problem,” said another respondent who opposed gay marriage, but also felt an amendment is a bad idea.

And there is another group who express conflicted views on the role of the government in legislating personal affairs in general. Fourteen percent said that government should simply stay out of the issue, and another 2% think such an amendment will not work. Despite their personal opposition to gay marriage, many of these respondents take the view that “human rights come first,” “folks should be able to be whoever they want to be” and “I don’t think it’s the government’s business.”

Plurality Views Trade Pacts Favorably

On balance, somewhat more Americans say free trade agreements like NAFTA and the World Trade Organization have been a good thing (44%) for the U.S. rather than a bad thing (37%). Last December, the public was evenly divided over the benefits of free trade agreements (34% good thing, 33% bad thing).

At this point in the campaign, trade is not as politically divisive as Iraq and other major issues. About half of Republicans (49%) think NAFTA and other free trade agreements have been good for the U.S. while a third disagree. Democrats are split, with roughly the same number saying such agreements are good and bad for the country (41% good, 42% bad).

Free Trade Agreements Good or Bad for US?			
	<u>Good</u>	<u>Bad</u>	<u>DK</u>
	%	%	%
Total	44	37	19=100
Republican	49	33	18=100
Democrat	41	42	17=100
Independent	45	39	16=100
18-29	67	20	13=100
30-49	44	36	20=100
50-64	33	52	15=100
65+	30	45	25=100
Northeast	43	37	20=100
Midwest	42	42	16=100
South	43	38	19=100
West	47	33	20=100

However, there is a large generation gap in attitudes toward NAFTA and other free trade pacts. Two-thirds of Americans younger than 30 (67%) think free trade agreements are good for the country; fewer than half as many of those age 50 and older agree (31%). On balance, people 50 and older say such agreements have been bad for the country (49%).

Americans who live in rural areas also are more critical of NAFTA, the World Trade organization and other such agreements compared with people who live in suburbs or urban areas. And residents of the Midwest are divided over the benefits of trade agreements, while people who live in other regions have a more positive view of free trade.

Trade Priorities: Growth, Jobs, Low Prices

Economic growth and jobs remain the public’s top trade priorities. Eight-in-ten Americans rate keeping the American economy growing as the top priority for trade policy and about as many (79%) say the same about protecting the jobs of American workers. Public views on these issues have changed little in recent years.

	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
<i>Percent saying “top priority”</i>	%	%	%	%
Keeping economy growing	80	79	80	80
Protecting American jobs	79	75	84	78
Keeping products affordable	62	62	62	61
Protecting global environment	58	45	66	61
Promoting worker rights	32	26	37	32

A solid majority (62%) also believe that ensuring that products are available at affordable prices is a top priority for trade policy. Nearly as many (58%) think that protecting the global environment is a top priority. But only about third of the public (32%) rates promoting the rights of workers abroad as an important priority.

Iraq, Gas Prices Top News Index

News about the *current situation in Iraq* and the *high price of gasoline* are the month’s top stories in terms of public interest. This marks the first time since October 2002 that a non-Iraq story has led the news interest news index.

Rising gas prices have drawn high levels of interest from most demographic groups, but minorities are especially attentive to this story. More than six-in-ten African-Americans (64%) and 55% of Hispanics followed this story very closely, compared with 45% of whites. Men are more attuned than women to reports of higher gas prices (53% vs. 42%).

	<u>Following very closely</u>
<i>News stories...</i>	%
Situation in Iraq	47
High gas prices	47
Release of ‘The Passion’	37
Presidential campaign	35
Terrorist attacks in Spain	34
Issue of gay marriage	29
Martha Stewart trial	18

Nearly four-in-ten Americans (37%) say they followed reports on the *release of “The Passion of the Christ”* very closely. Roughly half of white evangelical Protestants (51%) followed news on the movie’s release very closely, compared with 37% of white Catholics and 27% of non-evangelical Protestants.

News about the *2004 presidential election* is drawing relatively high levels of interest. More than a third of Americans (35%) say they are paying very close attention to news of the campaign. About four-in-ten Democrats (42%) are tracking the campaign very closely compared with 37% of Republicans and 29% of independents. Liberal Democrats, in particular, are highly attentive to

campaign news – fully 58% are very interested in this news, far more than any other political group.

The overall level of interest in the campaign is higher than at this stage in the 2000 and 1996 campaigns (26% in March of both years). Currently, election interest is on par with March 1992 (35%).

Roughly a third of Americans (34%) paid very close attention to the *terrorist bombings in Madrid*. Liberal Democrats also paid greater attention to this story than did other political groups: nearly half of liberal Democrats (46%) tracked reports of the Madrid attacks very closely compared with only about a third of other political groups.

The issue of *gay and lesbian marriage* continues to attract fairly significant public interest – 29% say they are following it very closely, up slightly from February (26%). Liberal Democrats also express disproportionate interest in this story compared with conservative and moderate Democrats, moderate Republicans and conservative Republicans.

About one-in-five Americans (18%) say they paid very close attention to the *trial and conviction of Martha Stewart*. And slightly fewer Americans tracked news of *unrest and violence in Haiti* very closely (15%). About twice as many African-Americans as whites followed news from Haiti very closely (27% vs. 14%).

ABOUT THIS SURVEY

Results for the survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,703 adults, 18 years of age or older, during the period March 17-21, 2004. Based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. For results based on either Form 1 (N=864) or Form 2 (N=839), the sampling error is plus or minus 4 percentage points. For results based on Registered Voters (N=1306), the sampling error is plus or minus 3 percentage points.

Results for public attention to Richard Clarke's claims that the president ignored serious warnings prior to the Sept 11 terrorist attacks are from a separate survey of 1,065 adults, 18 years of age or older, during the period March 22-24, 2004. Based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3.5 percentage points. Data from the March 22-24 survey are unweighted.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

PERCENT FOLLOWING EACH NEWS STORY “VERY CLOSELY”

	High price of gasoline*	Current situation in Iraq	Release of “The Passion of the Christ”	News about pres. candidates	Terrorist bombings in Spain	Gay and Lesbian marriage	Conviction of Martha Stewart*	Unrest in Haiti	(N)
	%	%	%	%	%	%	%	%	
Total	47	47	37	35	34	29	18	15	(1703)
Sex									
Male	53	52	33	38	36	27	15	17	(816)
Female	42	42	42	32	32	32	20	15	(887)
Race									
White	45	47	37	35	33	29	17	14	(1390)
Non-white	58	47	40	36	40	32	20	23	(298)
Black	64	55	45	38	42	35	19	27	(188)
Hispanic**	55	44	42	24	37	23	22	17	(117)
Race and Sex									
White Men	49	51	31	37	34	25	14	15	(664)
White Women	41	43	42	33	32	32	20	13	(726)
Age									
Under 30	39	38	34	27	28	25	8	10	(295)
30-49	47	42	38	32	31	28	16	14	(619)
50-64	52	54	42	39	38	32	21	19	(438)
65+	52	59	33	47	45	36	31	22	(331)
Education									
College Grad.	35	53	35	46	43	35	18	16	(591)
Some College	51	48	38	32	34	30	16	17	(411)
H.S. Grad	53	43	40	32	30	28	17	15	(542)
<H.S. Grad	50	43	31	26	28	22	21	13	(155)
Region									
East	40	47	34	35	35	26	17	12	(334)
Midwest	50	48	36	37	30	27	17	16	(414)
South	50	48	43	34	37	31	18	19	(641)
West	48	43	32	34	32	33	18	13	(314)
Party ID									
Republican	42	47	44	37	33	26	17	13	(484)
Democrat	52	49	36	42	37	33	23	18	(577)
Independent	48	45	32	29	34	29	15	16	(542)

* Items are split form questions; N's do not apply

** The designation Hispanic is unrelated to the white-black categorization.

Question: Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely?

DOES IT MATTER WHO WINS THE ELECTION?

	----- June 2000 -----			----- March 2004 -----			<i>Change in</i>	
	<u>Matters</u>	<u>Things will</u>	<u>DK</u>	<u>Matters</u>	<u>Things will</u>	<u>DK</u>	<u>Matters</u>	<u>(N)</u>
	<u>who wins</u>	<u>be the same</u>	<u>%</u>	<u>who wins</u>	<u>be the same</u>	<u>%</u>		
Total	45	49	6=100	63	32	5=100	+18	(1703)
Sex								
Male	43	52	5	65	31	4	+22	(816)
Female	47	47	6	62	32	6	+15	(887)
Race								
White	46	48	6	64	31	5	+18	(1390)
Non-white	42	50	8	59	35	6	+17	(298)
Black	41	52	7	61	33	6	+20	(188)
Hispanic*	38	57	5	48	45	7	+10	(117)
Race and Sex								
White Men	45	50	5	66	30	4	+21	(664)
White Women	44	46	10	63	31	6	+19	(726)
Age								
Under 30	39	59	3	57	38	5	+19	(295)
30-49	45	50	5	65	30	5	+20	(619)
50-64	49	44	7	67	30	3	+18	(438)
65+	50	39	11	61	30	9	+11	(331)
Sex and Age								
Men under 50	39	58	3	63	34	3	+24	(466)
Women under 50	46	49	5	61	33	6	+15	(448)
Men 50+	52	39	9	68	26	6	+16	(346)
Women 50+	47	44	9	61	33	6	+14	(423)
Education								
College Grad.	59	38	3	77	20	3	+18	(591)
Some College	51	45	4	69	28	3	+18	(411)
High School Grad.	38	57	5	57	37	6	+19	(542)
< H.S. Grad.	34	54	12	44	46	10	+10	(155)
Family Income								
\$75,000+	52	42	6	74	23	3	+22	(398)
\$50,000-\$74,999	49	49	2	72	25	3	+23	(257)
\$30,000-\$49,999	51	44	5	59	33	8	+8	(337)
\$20,000-\$29,999	49	43	8	55	40	5	+6	(216)
<\$20,000	32	63	5	50	44	6	+18	(280)

* The designation Hispanic is unrelated to the white-black categorization.
Note small sample size in June 2000 (N=71).

Question: As far as making progress on the important issues facing the country, does it really matter who wins the 2004 presidential election, or will things be pretty much the same regardless of who is elected president?

Continued on next page...

	----- June 2000 -----			----- March 2004 -----			<i>Change in</i>	
	<u>Matters</u>	<u>Things will</u>	<u>DK</u>	<u>Matters</u>	<u>Things will</u>	<u>DK</u>	<u>Matters</u>	<u>(N)</u>
	<u>who wins</u>	<u>be the same</u>	<u>%</u>	<u>who wins</u>	<u>be the same</u>	<u>%</u>		
	%	%	%	%	%	%		
Total	45	49	6=100	63	32	5=100	+18	(1703)
Region								
East	40	56	4	64	33	3	+24	(334)
Midwest	46	49	5	60	33	7	+14	(414)
South	44	49	7	63	32	5	+19	(641)
West	51	43	6	66	29	5	+15	(314)
Religious Affiliation								
Total White Protestant	48	47	5	64	31	5	+16	(785)
- Evangelical	48	48	4	64	30	6	+16	(413)
- Non-Evangelical	48	47	5	64	32	4	+16	(372)
White Catholic	50	44	6	65	31	4	+15	(313)
Secular	35	58	7	63	32	5	+28	(155)
Community Size								
Large City	41	52	7	63	29	8	+22	(348)
Suburb	50	46	4	72	23	5	+22	(407)
Small City/Town	45	48	7	58	37	5	+13	(601)
Rural Area	45	50	5	62	35	3	+17	(331)
Party ID								
Republican	56	41	3	72	24	4	+16	(484)
Democrat	46	45	9	68	28	4	+22	(577)
Independent	39	58	3	54	41	5	+15	(542)
Party and Ideology								
Conservative Republican	66	30	4	76	19	5	+10	(310)
Moderate/Liberal Rep.	41	57	2	65	32	3	+24	(167)
Conservative/Mod. Dem.	45	45	10	62	34	4	+17	(389)
Liberal Democrat	55	42	3	83	14	3	+28	(174)
Clinton/Bush Approval								
Approve	43	51	6	63	33	4	+20	(783)
Disapprove	51	45	4	67	29	4	+16	(803)
Parental Status								
Parent	41	54	5	63	32	5	+22	(587)
Non-Parent	48	46	6	63	32	5	+15	(1112)
Marital Status								
Married	50	45	5	66	29	5	+16	(919)
Unmarried	40	54	6	60	35	5	+20	(777)
Labor Union								
Union Household	48	47	5	68	28	4	+20	(216)
Non-Union Household	45	49	6	63	32	5	+18	(1487)

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
AND PEW INTERNET AND AMERICAN LIFE PROJECT
MARCH 2004 NEWS INTEREST INDEX
FINAL TOPLINE
March 17 - 21, 2004
N=1703**

Q.1 HELD FOR LATER RELEASE

Q.2 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely. [INSERT ITEM; RANDOMIZE WITH ITEM h ALWAYS LAST; OBSERVE FORM SPLITS]

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
a.	News about candidates for the 2004 presidential election	35	34	18	13	*=100
	Late February, 2004	24	40	23	12	1=100
	Early February, 2004 ²	29	37	20	13	1=100
	Mid-January, 2004	16	30	27	26	1=100
	Early January, 2004	14	32	30	23	1=100
	December, 2003	16	26	27	30	1=100
	November, 2003	11	26	34	28	1=100
	October, 2003	12	27	28	32	1=100
	September, 2003	17	25	30	27	1=100
	Mid-August, 2003	12	27	27	33	1=100
	May, 2003	8	19	31	41	1=100
	January, 2003	14	28	29	28	1=100
	March, 2000	26	41	19	13	1=100
	February, 2000	26	36	21	17	*=100
	January, 2000	19	34	28	18	1=100
	March, 1996	26	41	20	13	*=100
	January, 1996	10	34	31	24	1=100
	March, 1992	35	40	16	9	*=100
	January, 1992	11	25	36	27	1=100
	May, 1988	22	46	23	6	3=100
	November, 1987	15	28	35	21	1=100
b.	News about the current situation in Iraq	47	36	12	4	1=100
	Early February, 2004	47	38	10	4	1=100
	Mid-January, 2004	48	39	9	4	*=100
	December, 2003	44	38	11	6	1=100
	November, 2003	52	33	9	5	1=100
	October, 2003	38	40	14	7	1=100
	September, 2003	50	33	10	6	1=100
	Mid-August, 2003	45	39	10	5	1=100
	Early July, 2003	37	41	13	8	1=100
	June, 2003	46	35	13	6	*=100

² From May 2003 to Early February 2004, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In 2000, the story was listed as "News about candidates for the 2000 presidential election." In 1996, the story was listed as "News about the Republican presidential candidates." In January 1992 and 1987, the story was listed as "News about the Democratic candidates for the Presidential nomination." In 1988, the story was listed as "News about the presidential campaign in 1988."

Q.2 CONTINUED...

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
	May, 2003	63	29	6	2	*=100
	April 11-16, 2003 ³	47	40	10	2	1=100
	April 2-7, 2003	54	34	9	2	1=100
	March 20-24, 2003	57	33	7	2	1=100
	March 13-16, 2003 ⁴	62	27	6	4	1=100
	February, 2003	62	25	8	4	1=100
	January, 2003	55	29	10	4	2=100
	December, 2002	51	32	10	6	1=100
	Late October, 2002	53	33	8	5	1=100
	Early October, 2002	60	28	6	5	1=100
	Early September, 2002	48	29	15	6	2=100
c.	The issue of gay and lesbian marriage	29	33	20	17	1=100
	Early February, 2004 ⁵	26	32	22	19	1=100
	Mid-August, 2003	19	30	22	28	1=100
d.	Unrest and violence in Haiti	15	31	30	23	1=100
	December, 1994 ⁶	31	39	19	11	*=100
	October, 1994	38	41	13	8	*=100
	September, 1994	23	37	26	14	*=100
	May, 1994	14	30	34	21	1=100
e.	The terrorist bombings in Madrid, Spain	34	35	18	12	1=100
ASK FORM 1 ONLY [N=864]:						
f.F1	The trial and conviction of Martha Stewart	18	31	28	23	*=100
ASK FORM 2 ONLY [N=839]:						
g.F2	The high price of gasoline these days	47	27	14	10	2=100
	September, 2003	45	27	15	11	1=100
	March, 2003	52	27	11	9	1=100
	February, 2003	53	25	12	9	1=100
	June, 2001	56	31	7	5	1=100
	May, 2001	61	26	6	6	1=100
	Early October, 2000	56	25	12	6	1=100
	June, 2000 ⁷	61	25	9	5	*=100
	March, 2000	58	28	10	4	*=100
	October, 1990	62	26	8	4	*=100
	September, 1990	56	28	11	5	*=100
	August, 1990	57	27	10	5	1=100
h.	The release of Mel Gibson's film "The Passion of the Christ"	37	29	18	15	1=100

³ From March 20 to April 16, 2003 the story was listed as "News about the war in Iraq."

⁴ From October 2002 to March 13-16, 2003 the story was listed as "Debate over the possibility that the U.S. will take military action in Iraq." In Early September 2002 the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

⁵ In Early February 2004 and 2003 the story was listed as "The debate about allowing gays and lesbians to marry."

⁶ In December 1994 the story was listed as "the deployment of U.S. forces to Haiti." In October 1994 the story was listed as "the U.S. intervention in Haiti." In September 1994 the story was listed as "discussion of U.S. invasion of Haiti."

⁷ In August 1990 through June 2000 the question was worded "Recent increases in the price of gasoline."

Q.3 How much thought have you given to the coming presidential election . . . Quite a lot or only a little?

BASED ON REGISTERED VOTERS [N=1306]:

	Quite <u>A lot</u>	(VOL.) <u>Some</u>	Only a <u>Little</u>	(VOL.) <u>None</u>	DK/ <u>Ref.</u>
March, 2004	65	2	31	2	*=100
Early November, 2000	72	6	19	2	1=100
Late October, 2000	66	6	24	4	*=100
Mid-October, 2000	67	9	19	4	1=100
Early October, 2000	60	8	27	4	1=100
September, 2000	59	8	29	3	1=100
July, 2000	46	6	45	3	*=100
June, 2000	46	6	43	5	*=100
May, 2000	48	4	42	5	1=100
November, 1996	67	8	22	3	*=100
October, 1996	65	7	26	1	1=100
Late September, 1996	61	7	29	2	1=100
Early September, 1996	56	3	36	4	1=100
July, 1996	55	3	41	1	*=100
June, 1996	50	5	41	3	1=100
October, 1992	77	5	16	1	1=100
September, 1992	69	3	26	1	1=100
August, 1992	72	4	23	1	*=100
June, 1992	63	6	29	1	1=100
Gallup: November, 1988	73	8	17	2	0=100
Gallup: October, 1988	69	9	20	2	0=100
Gallup: August, 1988	61	10	27	2	0=100
Gallup: September, 1988	57	18	23	2	0=100

Q.4 All in all, have you been hearing too much, too little, or about the right amount about the presidential campaign so far?

<u>Total</u>	<u>RVs</u>	
31	33	Too much
18	15	Too little
48	49	Right amount
<u>3</u>	<u>3</u>	Don't know/Refused
100	100	
	(N=1306)	

Q.5 THROUGH Q.10 HELD FOR LATER RELEASE

Q.11 As far as making progress on the important issues facing the country, does it really matter who wins the 2004 presidential election, or will things be pretty much the same regardless of who is elected president?

		<i>Opinion Research Corporation</i>	
		June <u>2000</u>	Aug <u>1976</u>
63	Really matters who wins the 2004 presidential election	45	45
32	Things will pretty much be the same regardless	49	46
<u>5</u>	Don't know/Refused	<u>6</u>	<u>9</u>
100		100	100

Q.12 What's your opinion of the presidential election campaign so far – do you have a very favorable, mostly favorable, mostly UNfavorable, or very unfavorable opinion of the campaign?

9 Very favorable
42 Mostly favorable
25 Mostly unfavorable
12 Very unfavorable
4 Neither / Mixed (VOL.)
8 Don't know/Refused (VOL.)
100

Q.13 As I read a few pairs of opposite phrases, please tell me which ONE phrase you feel best describes the presidential election so far. [READ AND RANDOMIZE]

a. 81 Important OR
17 Unimportant
1 Neither applies (VOL.)
1 Don't know/Refused (VOL.)
100

b. 49 Interesting OR
48 Boring
1 Neither applies (VOL.)
2 Don't know/Refused (VOL.)
100

c. 53 Informative OR
42 Not informative
2 Neither applies (VOL.)
3 Don't know/Refused (VOL.)
100

d. 52 Too long OR
44 Not too long
1 Neither applies (VOL.)
3 Don't know/Refused (VOL.)
100

e. 47 Too negative OR
47 Not too negative
2 Neither applies (VOL.)
4 Don't know/Refused (VOL.)
100

f. 28 Hard to follow OR
68 Easy to follow
2 Neither applies (VOL.)
2 Don't know/Refused (VOL.)
100

ROTATE Q.14 AND Q.15 (ITEMS WERE SPLIT-FORMED ON MARCH 17, ROTATED MARCH 18-21)

Q.14 In the presidential campaign so far, do you think John Kerry has been too personally critical of George W. Bush, or not?

BASED ON REGISTERED VOTERS (N=1141):

		<i>Gore Critical of Bush</i>	<i>Clinton Critical of Dole</i>	<i>Dukakis Critical of Bush, Sr.</i>
		Early Oct	Late Sept	Oct
		<u>2000</u>	<u>1996</u>	<u>1988</u>
48	Too personally critical	29	21	45
46	Not too personally critical	61	70	50
<u>6</u>	Don't know/Refused	<u>10</u>	<u>9</u>	<u>5</u>
100		100	100	100

Q.15 In the presidential campaign so far, do you think George W. Bush has been too personally critical of John Kerry, or not?

BASED ON REGISTERED VOTERS (N=1173):

		<i>Bush Critical Of Gore</i>	<i>Dole Critical of Clinton</i>	<i>Bush, Sr Critical of Dukakis</i>
		Early Oct	Late Sept	Oct
		<u>2000</u>	<u>1996</u>	<u>1988</u>
33	Too personally critical	40	53	52
58	Not too personally critical	50	40	43
<u>9</u>	Don't know/Refused	<u>10</u>	<u>7</u>	<u>5</u>
100		100	100	100

ROTATE Q.16/16a WITH Q.17/17a

Q.16 So far, have you seen any of Kerry's campaign commercials on TV, or not?

IF YES (1 IN Q.16) ASK:

Q.16a Have you seen Kerry's commercials a lot, some or only once or twice?

Total	RVs		RVs	RVs				
			<i>Gore</i>	<i>Clinton</i>				
			Early Oct	Late Sept	Oct 14-18	Oct 9-13	Oct 2-6	Sept 25-29
			<u>2000</u>	<u>1996</u>	<u>1992⁸</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>
58	60	Yes	57	63	57	59	64	75
14	14	A lot	--	--	--	--	--	--
19	20	Some	--	--	--	--	--	--
25	26	Only once or twice	--	--	--	--	--	--
*	*	Don't know/Refused	--	--	--	--	--	--
41	39	No	41	35	40	39	34	24
<u>1</u>	<u>1</u>	Don't know/Refused	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>1</u>
100	100		100	100	100	100	100	100

(N=1306)

⁸ In October 1992 the question was worded: "In the PAST FEW DAYS have you seen any television commercials on behalf of (Bill Clinton's/George Bush's) candidacy? Only tell me 'yes' if you have seen paid commercials for (Clinton/Bush) on TV in the past few days." In September 1992 the question was worded: "So far, have you seen any television commercials on behalf of (Bill Clinton's/George Bush's) candidacy, or not?"

ASK ALL:

Q.17 So far, have you seen any of Bush's campaign commercials on TV, or not?

IF YES (1 IN Q.17) ASK:

Q.17a Have you seen Bush's commercials a lot, some or only once or twice?

<u>Total</u>	<u>RVs</u>		<u>RVs</u>	<u>RVs</u>	<u>----- Bush -----</u>				
			<u>Bush</u>	<u>Dole</u>	Early Oct	Late Sept	Oct 14-18	Oct 9-13	Oct 2-6
			<u>2000</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	
61	65	Yes	61	70	60	66	68	78	
13	15	A lot	--	--	--	--	--	--	
19	21	Some	--	--	--	--	--	--	
29	28	Only once or twice	--	--	--	--	--	--	
*	1	Don't know/Refused	--	--	--	--	--	--	
39	34	No	37	29	38	32	30	21	
*	1	Don't know/Refused	2	1	2	2	2	1	
100	100		100	100	100	100	100	100	

(N=1306)

ASK ALL:

Q.18 If "6" represents someone who is very liberal in politics and "1" represents someone who is very conservative, where on this scale of 6 to 1 would you rate (INSERT ITEM; ROTATE ITEMS a. AND b. WITH ITEM c. ALWAYS LAST)? [IF ANSWERS "DON'T KNOW"/"NEVER HEARD OF" DO NOT PROBE.]

		<i>Based on Those Who Could Rate</i>						Never heard of/ DK/Refused	(N) ⁹
		-- Conservative --			---- Liberal ----				
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>		
a.	George W. Bush	26	24	20	13	7	9=100	8%	(1581)
	Mid-January, 2004	28	28	16	10	8	10=100	10%	
	January, 2000	13	26	30	14	10	7=100	16%	
	May, 1999	15	24	27	15	10	9=100	15%	
b.	John Kerry	5	5	18	32	20	20=100	12%	(1516)
	Mid-January, 2004	6	9	27	30	17	11=100	45%	
c.	Yourself	12	12	30	20	14	12=100	6%	(1612)
	Mid-January, 2004	15	15	27	18	14	11=100	5%	
	January, 2000	15	16	31	16	10	12=100	8%	
	May, 1999	13	12	30	20	11	14=100	7%	
	September, 1996	17	10	31	18	13	11=100	6%	
	September, 1988	14	15	29	20	12	10=100	6%	
	Newsweek: 1984	16	9	31	19	12	13=100	6%	

⁹ Numbers listed are the number of respondents who could rate each candidate or themselves and on which all percentages are based, except for the percentage of "Never heard of/Don't know/Refused" which is based on total.

Q.19 All in all, what effect has George W. Bush had on politics and the way government works in Washington? Has he made things better, made things worse, or hasn't he had much of an effect?

		<i>Clinton</i> <u>March 2000</u>
32	Made better	39
39	Made worse	28
23	Not much of an effect	28
<u>6</u>	Don't know/Refused	<u>5</u>
100		100

Q.20 AND Q.21 HELD FOR LATER RELEASE

ASK ALL:

Now thinking about Iraq...

IR.1 Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq?

	<u>Right decision</u>	<u>Wrong decision</u>	Don't know/ <u>Ref.</u>
March, 2004	55	39	6=100
Late February, 2004	60	32	8=100
Early February, 2004	56	39	5=100
Mid-January, 2004	65	30	5=100
Early January, 2004	62	28	10=100
December, 2003	67	26	7=100
October, 2003	60	33	7=100
September, 2003	63	31	6=100
August, 2003	63	30	7=100
Early July, 2003	67	24	9=100
May, 2003	74	20	6=100
<i>April 10-16, 2003</i>	<i>74</i>	<i>19</i>	<i>7=100</i>
<i>April 8-9, 2003</i>	<i>74</i>	<i>19</i>	<i>7=100</i>
<i>April 2-7, 2003</i>	<i>72</i>	<i>20</i>	<i>8=100</i>
<i>March 28-April 1, 2003</i>	<i>69</i>	<i>25</i>	<i>6=100</i>
<i>March 25-27, 2003</i>	<i>74</i>	<i>21</i>	<i>5=100</i>
<i>March 23-24, 2003</i>	<i>74</i>	<i>21</i>	<i>5=100</i>
<i>March 20-22, 2003</i>	<i>71</i>	<i>22</i>	<i>7=100</i>
Late January, 1991	77	15	9=100

IR.2 How well is the U.S. military effort in Iraq going? **[READ IN ORDER]**

	<u>Very well</u>	<u>Fairly well</u>	<u>Not too well</u>	<u>Not at all well</u>	Don't know/ <u>Ref.</u>
March, 2004	16	45	26	11	2=100
Early February, 2004	17	46	23	11	3=100
Mid-January, 2004	22	51	18	6	3=100
Early January, 2004	23	47	18	7	5=100
December, 2003	28	47	16	6	3=100
October, 2003	16	44	25	11	4=100
September, 2003	15	47	26	9	3=100
August, 2003	19	43	24	11	3=100
Early July, 2003	23	52	16	5	4=100
<i>April 10-16, 2003</i>	<i>61</i>	<i>32</i>	<i>3</i>	<i>1</i>	<i>3=100</i>
<i>April 8-9, 2003</i>	<i>60</i>	<i>32</i>	<i>3</i>	<i>3</i>	<i>2=100</i>

IR.2 CONTINUED

	<u>Very well</u>	<u>Fairly well</u>	<u>Not too well</u>	<u>Not at all well</u>	<u>Don't know/Ref.</u>
<i>April 2-7, 2003</i>	55	37	3	2	3=100
<i>March 25-April 1, 2003</i>	39	46	8	2	5=100
<i>March 23-24, 2003</i>	45	41	6	2	6=100
<i>March 20-22, 2003</i>	65	25	2	1	7=100

IR.3 Do you think the war in Iraq has helped the war on terrorism, or has it hurt the war on terrorism?

		<u>Late Feb 2004</u>	<u>Early Feb 2004</u>	<u>Dec 2003</u>	<u>Sept 2003</u>	<u>May 2003</u>	<u>April 2003¹⁰</u>	<u>Early Oct 2002</u>
50	Helped	62	55	59	54	65	63	52
37	Hurt	28	32	26	31	22	22	34
5	No effect (VOL)	3	7	6	7	6	--	--
<u>8</u>	Don't know/Refused	<u>7</u>	<u>6</u>	<u>9</u>	<u>8</u>	<u>7</u>	<u>15</u>	<u>14</u>
100		100	100	100	100	100	100	100

ASK ALL:

Q.22 How worried are you that there will soon be another terrorist attack in the United States? [READ]

	<u>Very worried</u>	<u>Somewhat worried</u>	<u>Not too worried</u>	<u>Not at all worried</u>	<u>Don't know/Refused</u>
March, 2004	20	42	25	12	1=100
Early February, 2004	13	42	28	16	1=100
Mid-January, 2004	20	45	24	10	1=100
August, 2003	13	45	29	12	1=100
March, 2003	22	42	20	14	2=100
February, 2003	34	41	17	7	1=100
January, 2003	18	50	23	8	1=100
December, 2002	31	42	18	8	1=100
Early October, 2002	20	46	22	11	1=100
Late August, 2002	16	46	25	12	1=100
June, 2002	32	44	17	7	*=100
January, 2002	20	42	28	9	1=100
December, 2001	13	39	27	19	2=100
October 15-21, 2001	29	42	18	10	1=100
October 10-14, 2001	27	40	19	12	2=100
Early October, 2001	28	45	15	11	1=100

¹⁰ In April 2003, the question was worded: "Do you think the war in Iraq will help the war on terrorism, or will it hurt the war on terrorism?" In Early October 2002 the question was worded: "If the U.S. uses military force in Iraq, do you think this will help the war on terrorism, or will it hurt the war on terrorism?"

On a different subject...

Q.23 Do you use a computer at your workplace, at school, at home or anywhere else on at least an occasional basis?

Q.24 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	<i>Computer User</i>			Based on Total Respondents: <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
March, 2004 ¹¹	75	25	*=100	68	32	*=100
August, 2003	77	23	*=100	67	33	*=100
Mid-July, 2003	75	25	*=100	65	35	*=100
January, 2003	76	24	0=100	67	33	*=100
December, 2002	76	24	*=100	67	33	*=100
Early October, 2002	75	25	*=100	63	37	*=100
August, 2002	78	22	*=100	69	31	*=100
June, 2002	74	26	*=100	66	34	*=100
May, 2002	75	25	*=100	66	34	*=100
April, 2002	71	29	*=100	62	38	0=100
February, 2002	71	29	*=100	62	38	0=100
January, 2002	73	27	0=100	62	38	0=100
Mid-November, 2001	73	27	0=100	62	38	0=100
Mid-September, 2001	72	28	*=100	62	38	*=100
June, 2001	72	28	*=100	62	38	0=100
May, 2001	75	25	*=100	64	36	0=100
April, 2001	72	28	*=100	62	38	0=100
February, 2001	72	28	0=100	60	40	*=100
January, 2001	71	29	*=100	61	39	0=100
July, 2000	68	31	1=100	55	45	*=100
June, 2000	68	31	1=100	56	44	*=100
April, 2000	68	32	*=100	54	46	*=100
March, 2000 ¹²	72	28	0=100	61	39	0=100
February, 2000	67	33	*=100	52	48	0=100
January, 2000	68	32	*=100	52	48	*=100
December, 1999	67	33	*=100	53	47	0=100
October, 1999	67	33	*=100	50	50	0=100
Late September, 1999	68	32	*=100	52	48	*=100
September, 1999	70	30	*=100	53	47	0=100
August, 1999	67	33	*=100	52	48	0=100
July, 1999	68	32	*=100	49	51	0=100
June, 1999	64	35	1=100	50	50	*=100
May, 1999	66	33	1=100	48	52	0=100
April, 1999	71	29	*=100	51	49	*=100
March, 1999	68	32	*=100	49	51	*=100
February, 1999	68	32	*=100	49	51	*=100
January, 1999	69	31	*=100	47	53	*=100
Early December, 1998	64	36	*=100	42	58	0=100
November, 1998	--	--	--	37	63	*=100
Early September, 1998	64	36	*=100	42	58	*=100

¹¹ Beginning in 2004, the online use question is asked of all respondents (in previous years it was asked only of those who identified themselves as computer users). This modification was made to adjust to changes in technology and means of access to the internet, and increases the percent who are classified as internet users by 1-2 percentage points.

¹² In March 2000, "or anywhere else" was added to the question wording.

Q.23/24 CONTINUED...

	<i>Computer User</i>			Based on Total Respondents: <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
Late August, 1998	66	34	0=100	43	57	*=100
Early August, 1998	66	34	*=100	41	59	*=100
April, 1998	61	39	*=100	36	64	0=100
January, 1998	65	35	*=100	37	63	0=100
November, 1997	66	34	*=100	36	63	1=100
June, 1997	60	40	0=100	29	71	0=100
Early September, 1996	56	44	*=100	22	78	0=100
July, 1996	56	44	*=100	23	77	0=100
April, 1996	58	42	*=100	21	79	*=100
March, 1996	61	39	*=100	22	78	0=100
February, 1996	60	40	0=100	21	79	*=100
January, 1996	59	41	0=100	21	79	0=100
June, 1995 ¹³	--	--	--	14	86	*=100

IF 1, “YES, GOES ONLINE” IN Q.24 ASK:

Q.25 Do you go online from home? **[IF YES:]** Does the modem you use at home use a dial-up connection through a standard telephone line or do you have a high-speed Internet connection such as a cable or DSL line?

		<u>Aug 2003¹⁴</u>
31	Yes, dial-up standard telephone line	36
26	Yes, high-speed connection	23
1	Yes, other/don't know (VOL.)	*
10	No, does NOT go online from home	8
*	Don't know/Refused (VOL.)	*
<u>32</u>	Not an Internet User (No, DK in Q.24)	<u>33</u>
100		100

IF 1, “YES, GOES ONLINE” IN Q.24 ASK:

Q.26 Do you go online from work? **[IF YES:]** Do you happen to know what kind of Internet connection you have at WORK, a high-speed connection or dial-up connection through a modem?

27	Yes, High speed connection
5	Yes, Dial-up modem
2	Yes, other/don't know (VOL.)
33	No, Does NOT go online from work
1	Don't know/Refused (DO NOT READ)
<u>32</u>	Not an Internet User (No, DK in Q.24)
100	

¹³ The 1995 figure combines responses from two separate questions: (1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?) (2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

¹⁴ In August 2003 the question was worded, “Does the modem you use at home connect through a standard telephone line or do you have a high-speed Internet connection such as a cable or DSL line?”

ASK ALL INTERNET USERS (Q.24=1):

IT.1 Have you gone online to get news or information about the 2004 elections? [IF YES, ASK: How often do you go online to get news about the elections... more than once a day, every day, three-to-five days per week, one-to-two days per week, or less often?

	--- GO ONLINE FOR CAMPAIGN NEWS ---						<i>DON'T GO ONLINE FOR NEWS</i>	<i>Don't Know</i>
	<i>YES</i>	<i>More than once a day</i>	<i>Every day</i>	<i>3-5 days /week</i>	<i>1-2 days /week</i>	<i>Less often</i>		
Total								
March, 2004	20	2	4	3	6	5	80	*=100
Early January, 2004	14	1	3	2	4	4	86	*=100
November, 2002	13	1	2	2	3	5	87	*=100
November, 2000	18	2	3	3	5	5	82	*=100
November, 1998	6	*	1	1	2	2	94	*=100
October, 1996	N/A	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	N/A	
Internet Users [N=1181]								
March, 2004	30	3	6	5	8	8	70	*=100
Early January, 2004	22	2	4	4	6	6	78	0=100
November, 2002	22	1	3	4	5	9	78	*=100
November, 2000	33	4	6	6	9	8	66	1=100
November, 1998	15	1	3	2	4	5	84	1=100
October, 1996	22	*	2	2	8	10	78	0=100

IF ONCE A WEEK OR MORE (1-4 IN IT.1) ASK [N=281]:

IT.2 Which of the following comes closest to describing WHY you go online to get news and information about the 2004 elections? (READ, RANDOMIZE CATEGORIES)

- 8 Because you can get more IN DEPTH information on the Web
 - 37 Because getting information online is more CONVENIENT for you
 - 49 Because you can get information from a WIDER RANGE OF VIEWPOINTS on the Web
 - 5 Some other reason (SPECIFY)(VOL)
 - 1 Don't know/Refused (VOL)
- 100

ASK ALL INTERNET USERS (Q.24=1) [N=1181]:

IT.3 Do you ever come across campaign news when you may have been going online for a different purpose?

		If Don't Go Online For News	
		March <u>2004</u>	Early Jan <u>2004</u>
52	Yes	47	50
47	No	53	49
<u>1</u>	Don't know	*	<u>1</u>
100		100	100
		(N=810)	(N=758)

ASK ALL INTERNET USERS (Q.24=1):

IT.4 Have you sent or received e-mails about the candidates or campaigns, either with personal acquaintances or from groups or political organizations?

Internet			Early Jan 2004	
Total	Users		Total	Users
15	23	Yes	11	18
85	77	No/Not online	89	82
*	*	Don't know/Refused	*	*
100	100		100	100

N= (1703) (1181)

ASK ALL INTERNET USERS (Q.24=1):

IT.5 Have you participated in any other campaign-related activities using the Internet, such as reading discussion groups, signing petitions, or donating money?

Internet			Early Jan 2004	
Total	Users		Total	Users
8	12	Yes	4	7
92	88	No	96	93
*	*	Don't know/Refused	*	*
100	100		100	100

N= (1703) (1181)

ASK IF 1 "YES" IN IT.4 OR IT.5 OR 1-5 "YES" IN IT.1

IT.6 When you go online to get information about the ELECTIONS, do you ever do any of the following things? First, do you ever [INSERT ITEM; RANDOMIZE]?

		Yes	No, Not Online	Don't know	(N)
a.	Participate in online discussions, blogs or "chat" groups about the elections				
	Total				
	March, 2004	3	97	*=100	(1703)
	Early January, 2004	3	97	0=100	
	Internet User				
	March, 2004	4	96	*=100	(1181)
	Early January, 2004	4	96	0=100	
	Online for Campaign				
	March, 2004	9	91	*=100	(534)
	Early January, 2004	13	87	0=100	
b.	Look for more information about candidates' positions on the issues				
	Total				
	March, 2004	16	84	0=100	
	Early January, 2004	11	89	0=100	
	Internet User				
	March, 2004	24	76	0=100	
	Early January, 2004	18	82	0=100	
	Online for Campaign				
	March, 2004	55	45	0=100	
	Early January, 2004	52	48	0=100	

IT.6 CONTINUED...

		<u>Yes</u>	<u>No, Not Online</u>	<u>Don't know</u>
c. Find out about campaign organizations or activities in your area				
Total	March, 2004	8	92	0=100
	Early January, 2004	6	94	0=100
Internet User	March, 2004	12	88	0=100
	Early January, 2004	10	90	0=100
Online for Campaign	March, 2004	28	72	0=100
	Early January, 2004	29	71	0=100
d. Visit any of the candidates' campaign websites				
Total	March, 2004	7	93	0=100
	Early January, 2004	5	95	0=100
Internet User	March, 2004	11	89	0=100
	Early January, 2004	8	92	0=100
Online for Campaign	March, 2004	24	76	0=100
	Early January, 2004	25	75	0=100
e. Visit websites set up by groups or organizations that promote candidates or positions				
Total	March, 2004	8	92	*=100
	Early January, 2004	6	94	0=100
Internet User	March, 2004	12	88	*=100
	Early January, 2004	9	91	0=100
Online for Campaign	March, 2004	27	72	1=100
	Early January, 2004	28	72	0=100

NO QUESTION 27

ASK ALL:

On a different subject...

Q.28 How much, if anything, have you heard about the deployment of U.S. military forces to Haiti... a lot, a little, or nothing at all?

17	A lot
60	A little
22	Nothing at all
<u>1</u>	Don't know/Refused
100	

Q.29 Do you strongly favor, favor, oppose, or strongly oppose using American military force to maintain order in Haiti?

		<u>July 1994¹⁵</u>
7	Strongly favor	13
36	Favor	30
33	Oppose	31
12	Strongly oppose	19
<u>12</u>	Don't know/Refused	<u>7</u>
100		100

And thinking about trade for a moment...

Q.30 In general, do you think that free trade agreements like NAFTA, and the World Trade Organization, have been a good thing or a bad thing for the United States? [INTERVIEWER: IF RESPONDENT ASKS WHAT NAFTA IS, "The North American Free Trade Agreement"]

			Early		
		Dec ¹⁶	Sept	Nov	Sept
		<u>2003</u>	<u>2001</u>	<u>1997</u>	<u>1997</u>
44	Good thing	34	49	45	47
37	Bad thing	33	29	34	30
<u>19</u>	Don't know/Refused (VOL.)	<u>33</u>	<u>22</u>	<u>21</u>	<u>23</u>
100		100	100	100	100

Q.31 In deciding U.S. policies about trading with other countries, how much priority should be given to each of the following. First, (INSERT ITEM; RANDOMIZE). Do you think this should have top priority, some priority or no priority at all in deciding U.S. trade policy?

		<u>Top</u>	<u>Some</u>	<u>No</u>	<u>DK/Ref</u>
		<u>Priority</u>	<u>Priority</u>	<u>Priority</u>	
a.	Protecting the jobs of American workers	79	18	2	1=100
	Early September, 2001	79	19	2	*=100
	February, 2000	78	19	2	1=100

¹⁵ In July 1994 the question was asked as part of a list of proposals and was worded: "...using American military force, if necessary, to restore democratic government to Haiti."

¹⁶ In December 2003 the question's wording and interviewer instructions were: "...free trade agreements like NAFTA, (the North American Free Trade Agreement) and the WTO (World Trade Organization)... [INTERVIEWER: READ OUT FULL NAMES ONLY IF RESPONDENT IS UNCERTAIN]. In Early September 2001 and earlier the question was worded: "So far, do you think that NAFTA, the North American Free Trade Agreement, has been a good thing or a bad thing from a U.S. point of view?"

Q.31 CONTINUED...

	<u>Top Priority</u>	<u>Some Priority</u>	<u>No Priority</u>	<u>DK/Ref</u>
b. Promoting and defending human and worker rights in other countries	32	50	14	4=100
Early September, 2001	34	52	11	3=100
February, 2000	28	55	15	2=100
c. Protecting the global environment	58	36	4	2=100
Early September, 2001	64	31	3	2=100
February, 2000 ¹⁷	52	42	4	2=100
d. Keeping the American economy growing	80	17	2	1=100
Early September, 2001	79	19	1	1=100
February, 2000	74	24	1	1=100
e. Making sure that products are available in the U.S. at affordable prices	62	32	4	2=100

QUESTIONS 32 THROUGH 36 HELD FOR LATER RELEASE

On a completely different subject...

Q.37 Do you strongly favor, favor, oppose, or strongly oppose allowing gays and lesbians to marry legally?

	<u>Early Feb 2004</u>	<u>Nov 2003</u>	<u>Oct¹⁸ 2003</u>	<u>Mid-July 2003</u>	<u>Mar 2001</u>	<u>June 1996</u>
10 Strongly favor	9	10	9	10	8	6
22 Favor	21	20	21	28	27	21
24 Oppose	21	21	25	23	23	24
35 Strongly oppose	42	41	33	30	34	41
<u>9</u> Don't know/Refused (VOL.)	<u>7</u>	<u>8</u>	<u>12</u>	<u>9</u>	<u>8</u>	<u>8</u>
100	100	100	100	100	100	100

Q.38 Do you strongly favor, favor, oppose, or strongly oppose allowing gay and lesbian couples to enter into legal agreements with each other that would give them many of the same rights as married couples?

	<u>Oct 2003</u>
16 Strongly favor	14
33 Favor	31
18 Oppose	20
26 Strongly oppose	27
<u>7</u> Don't know/Refused (VOL.)	<u>8</u>
100	100

¹⁷ In February 2000 the item was "Improving the global environment."

¹⁸ The October 2003 trend for Q.37 and Q.38 is based on Form 1 respondents only. In an experiment, Form 2 respondents were asked the questions in the reverse order. The experiment found that the order of the questions has a significant impact on responses to the civil unions question.

Q.37 Do you strongly favor, favor, oppose, or strongly oppose allowing gays and lesbians to marry legally?

IF OPPOSE GAY MARRIAGE (3,4 IN Q.37), ASK:

Q.39 There has been a proposal to change the U.S. Constitution to ban gay marriage. Do you think amending the Constitution to ban gay marriage is a good idea, or a bad idea?

32	Favor
59	Oppose
36	Good idea / favor Constitutional amendment
21	Bad idea / oppose Constitutional amendment
2	Don't know/Refused (VOL.)
<u>9</u>	Don't know/Refused (VOL.)
100	

IF "BAD IDEA" (2 IN Q.39) ASK [N=363]:

Q.40 Why do you think the Constitution should NOT be amended to ban gay marriage? [OPEN END: ENTER VERBATIM RESPONSE. ACCEPT UP TO THREE ANSWERS, BUT DO NOT PROBE FOR ADDITIONAL. PROBE ONCE ONLY FOR CLARITY IF NECESSARY]

18	Leave Constitution alone / Way founders wrote it / Stable document
14	Government should stay out of it / Favor individual rights
11	Let the states handle it / Other ways to address
8	Trivial / Not that important / Other priorities
6	Gay marriage is not a Constitutional issue
5	It would open the door to other changes
2	It wouldn't work / People will do what they want
10	Just oppose / Not necessary (Reason unspecified)
9	Other reasons
9	Don't know
13	(Respondent gave reason they oppose gay marriage, no mention of Constitutional amendment)

QUESTIONS 41 THROUGH 45 HELD FOR LATER RELEASE