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MEDIA SEEN AS FAIR, BUT TILTING TO GORE

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MEDIA SEEN AS FAIR, BUT TILTING TO GORE

Voters generally believe the media has been fair to both major presidential candidates, but more say the press has been fair to Al Gore than to George W. Bush. Fully 74% of voters say the vice president has gotten fair press treatment, while 65% say the same about Bush. Nearly six-in-ten voters believe that journalists often let their political preferences influence news coverage, and a plurality sees a pro-Gore tilt here as well. Twice as many voters say the media is pulling for a Gore victory compared to those who think the media is hoping for a Bush win.

As they have in the past, voters tend to view the media's campaign coverage through a partisan prism. Just 48% of Republicans judge the coverage of Bush's campaign as fair, while 43% view it as unfair. Democrats and independents, by contrast, overwhelmingly regard the coverage of *both* campaigns as fair. Three-quarters of Democrats — and the same number of independents — say the media has been fair to Bush. More than seven-in-ten Democrats, independents and Republicans say Gore has gotten fair treatment. Overall, more voters say the vice president is getting a fair shake from the press than said that about Bill Clinton in September 1996.

Over the past eight years, there has been an increase in the number of voters who say that reporters often allow their political preferences to shape news coverage. Fully 57% of voters hold that view now, compared to 49% in September 1992. Nearly nine-in-ten (89%) say that journalists at least *sometimes* let their political views affect coverage, while just 9% say this seldom or never occurs.

Nearly half of voters (47%) say most journalists are pulling for Gore, compared to just 23% who say most members of the media are hoping for a Bush victory. The political leanings of voters are also important on this issue: While two-thirds of Republicans believe the media is hoping for a Gore victory, just 36% of Democrats agree. Aside from the partisan divisions, those who follow campaign news very closely are more likely to say that the media wants Gore to win — 54% of those who track campaign developments very closely think most journalists are in the vice president's camp, while 18% of this group say most journalists want Bush to win.

Partisan Tilt?				
	All RV's	Rep	Dem	Ind
	%	%	%	%
<i>Media fair to Bush ...</i>				
Fair	65	48	75	75
Unfair	25	43	14	19
Don't know	<u>10</u>	<u>9</u>	<u>11</u>	<u>6</u>
	100	100	100	100
<i>Media fair to Gore ...</i>				
Fair	74	72	75	80
Unfair	15	20	14	12
Don't know	<u>11</u>	<u>8</u>	<u>11</u>	<u>8</u>
	100	100	100	100
<i>Media lets political views influence coverage ...</i>				
Often	57	66	44	65
Sometimes	32	24	42	25
Seldom	8	7	10	28
Never	1	1	3	*
Can't say/Don't know	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>
	100	100	100	100
<i>Most journalists pulling for ...</i>				
Bush	23	12	30	28
Gore	47	67	36	44
Neither	6	2	8	4
Don't know	<u>24</u>	<u>19</u>	<u>26</u>	<u>24</u>
	100	100	100	100

However, in the two previous elections the overall gap on this question was even wider — in September 1996, 59% of voters said most members of the media wanted Bill Clinton to win, while just 17% believed that journalists wanted Bob Dole to prevail. In 1992, 52% thought most reporters wanted Clinton to win; 17% said the media hoped for a victory by President Bush.

More See Bush Going Negative

The latest Pew Research Center survey, conducted Oct. 4-8 among 1,009 voters, also examined the electorate’s attitudes toward the conduct of the campaign and the ads being run by both candidates. Four-in-ten voters say that Bush has been too personally critical of Gore, while half believe he has not been overly critical. By contrast, 29% think the vice president has been too critical of Bush, while 61% disagree.

Interestingly, a plurality of Bush supporters (49%) say that Gore has *not* been excessively critical of their candidate, while 42% believe the vice president has been too negative. Nearly six-in-ten Gore supporters (57%) say the Texas governor has been too personally critical of Gore, while 34% say he has not.

About six-in-ten voters have viewed the ads for each campaign — 61% have seen Bush’s ads, while 57% have watched Gore’s. The regional disparity on this question underscores the political importance of the Midwest in the current campaign. Seven-in-ten voters in this region have seen ads for each of the candidates, the most among any section of the country. Asked which candidate had been more visible — in ads and news coverage — in the week prior to the survey, a plurality of respondents (42%) say they heard about both candidates equally, 30% mentioned Gore and 22% cited Bush.

<i>Have you seen</i>	<u>All RV's</u>	<u>East</u>	<u>Midwest</u>	<u>South</u>	<u>West</u>
<i>Gore's commercials?</i>	%	%	%	%	%
Yes	57	53	70	54	48
No	41	42	28	44	51
Don't know	<u>2</u>	<u>5</u>	<u>2</u>	<u>2</u>	<u>1</u>
	100	100	100	100	100
<i>Have you seen</i>					
<i>Bush's commercials?</i>					
Yes	61	53	70	59	60
No	37	41	29	39	38
Don't know	<u>2</u>	<u>6</u>	<u>1</u>	<u>2</u>	<u>2</u>
	100	100	100	100	100

Grading the Ads

Voters give the candidates comparable grades for their campaign ads. Roughly four-in-ten (39%) say Gore’s ads merit a grade of A or B, 36% say the same of Bush's ads. Fully 64% of Democrats award Gore’s ads the highest grades, while 59% of Republicans give Bush’s spots A or B. Independents are slightly more impressed by Gore’s ads — one-third give Gore’s ads the highest marks, compared to 28% who award A or B to Bush’s ads.

Democrats have a more favorable view of Bush’s ads than Republicans have of Gore’s. More than one-third of GOP voters (36%) give Gore’s ads a failing grade; 17% of Democrats flunk Bush’s ads. Fully six-in-ten Democratic voters give Bush’s ads a grade of C or higher, while 44% of Republicans award a C or higher to Gore’s ads.

Tight Battle for Congress

The battle for control of Congress is as close and as hard-fought as the presidential contest. But there is no sign that national issues or concerns are playing a major role in the struggle for Capitol Hill, and voters do not appear particularly dissatisfied with their own representatives or with Congress generally.

Democrats have led in the generic congressional ballot all year, and they currently hold a slim 47%-43% advantage among registered voters. Mirroring the presidential race, support for Democratic congressional candidates is particularly strong among women, minorities, and labor union families, along with voters who have less education and lower incomes.

Republicans run better among wealthier and better-educated voters, as well as white evangelical Christians and men. Men under age 50 favor Republican congressional candidates by a 51% to 39% margin, while men 50 and older, along with women of all ages, favor Democratic congressional candidates by roughly a 50% to 39% margin.

Local Issues Paramount

National issues and the partisan makeup of Congress are far from the minds of most voters. Fully 42% say that local or state issues will make the biggest difference in their congressional vote, while just 21% say national issues and the same number cites a candidate's character and experience as making the biggest difference. Just 9% of respondents mention a candidate's party as most important.

This focus on local conditions is typical of congressional elections. Currently, Democrats, independents, women, blacks and those under age 50 place the most emphasis on local and state issues when making up their minds about congressional races.

Voters are divided about whether party control of Congress is even an issue for them in this year's congressional election. Half say the makeup of Congress makes no difference to them, while 46% say it will be a factor. Voters who identify themselves as Republicans or Democrats are equally more likely to consider party control (51% each) than independents (36%). Only 41% of voters under the age of 50 say party control will be a factor in their vote, compared to 53% of voters over 50.

	Oct 1994	Oct 1996	Oct 1998	Feb 2000	July 2000	Oct 2000
<i>Congressional preference ...</i>	%	%	%	%	%	%
Democrat	40	49	44	47	47	47
Republican	52	42	43	44	43	43
Other/Undecided	<u>8</u>	<u>9</u>	<u>13</u>	<u>9</u>	<u>10</u>	<u>10</u>
	100	100	100	100	100	100

Support for Incumbents

Voters who want to see their own member of Congress reelected outnumber those who do not by better than a three-to-one margin (60% to 17%). And regardless of their feelings about their own representative, more voters say they would like to see most members return to Congress next year than not. Republican voters are the most satisfied with the current Congress, with 48% wishing to see most members returned to office. Somewhat fewer Democrats (41%) and independents (32%) agree.

This overall satisfaction is on par with voter attitudes in recent elections, when support for incumbents was also relatively high. But in 1994 — a tumultuous political year when Republicans captured the House and ended decades of Democratic control — there was a break in this pattern; that year, 56% opposed the reelection of most members. However, even in the anti-incumbent mood of 1994, nearly half (49%) preferred to see their own member of Congress returned to office.

Finances Top Concern

In spite of the nation's current economic prosperity, personal financial pressures top the list of Americans' individual concerns, as they did in 1996. What makes this year different, however, is that health care concerns have now moved up to become a top-tier issue. And Gore has an advantage over Bush as the candidate best able to deal with each of these pressing personal issues.

When asked to name the biggest problem facing them and their families, 28% of voters cite concerns about their own finances — not having enough money to make ends meet, high prices and the cost of living. In 1996, 26% mentioned these sorts of concerns. Fully 17% now mention issues relating to the cost, availability and quality of health care. As many as 5% specifically name the cost of prescription drugs. Other top concerns this year are taxes (mentioned by 12% of voters) general economic concerns (cited by 10%) and education (cited by 7%). In each case, these findings are similar to 1996.

Strong Support for Status Quo

	Oct 1994	Oct 1996+	Oct 1998	Oct 2000
<i>Reelect own member ...</i>	%	%	%	%
Yes	49	62	58	60
No	29	19	20	17
Don't know/NA	<u>22</u>	<u>19</u>	<u>22</u>	<u>23</u>
	100	100	100	100
<i>Reelect most members ...</i>				
Yes	28	43	39	40
No	56	43	39	34
Don't know	<u>16</u>	<u>14</u>	<u>22</u>	<u>26</u>
	100	100	100	100

+ The figures for "Reelect most members" are from September 1996.

Voters' Personal Concerns

	Sept 1996	Oct 2000
<i>Biggest problem facing you and your family ...</i>	%	%
Financial pressures	26	28
Not enough money	22	15
High prices/Cost of living	4	13
Health care	8	17
Cost of health care	8	12
Cost of prescription drugs	--	5
Medicare/Medicaid	--	2
Taxes	14	12
The economy	13	10
Unemployment/Jobs	6	7
Economy/Recession	5	4
Education	5	7
Family/personal problems	6	4
Social Security	--	3
Morality/Family values	3	2
Gov't/Gov't corruption	1	2
Lack of time	0	2
Crime	5	2

Older and younger Americans are affected by different sets of problems. Voters under age 50 are primarily focused on economic concerns — financial pressure, taxes and the economy. Those age 50 and older are most troubled by health care concerns, with financial pressures second and taxes assuming much less importance.

More Democrats than Republicans cite financial pressure and health care as their biggest problems. Republicans are more likely than Democrats to name taxes as their biggest problem — by a better than two-to-one margin.

Most voters believe that the next president can help them in dealing with these personal concerns. Fully 62% of voters who identify a problem say they think the person who is elected president can make a difference in dealing with that problem, while 30% believe the president can't make a difference. Democrats are somewhat more likely than Republicans or independents to say the president can have an impact (71% vs. 60% and 58%, respectively).

Gore has a slight edge over Bush in terms of being the candidate who could do the most to help people with their specific problems. By a margin of 46%-40%, voters who think the president can make a difference choose Gore as the candidate who would help them the most. The vice president has a clear edge among those who name a health care concern as their biggest problem (63% vs. 25% for Bush). He has a similar advantage among those who cite financial pressures (53% vs. 35% for Bush). Bush is seen as the better candidate by those who point to taxes as the biggest problem facing them and their families. More than two-thirds of these voters say Bush could help them most with this issue, only 25% choose Gore.

Gas Prices Tops News Interest Index

The high price of gasoline was the top news story this month with 56% of Americans following this issue very closely. The high level of attention to gas prices nearly approached the level of interest during the U.S. military buildup prior to the Persian Gulf War when 62% followed the story very closely. Among this month's other stories, the recent recall of defective Firestone tires was also very much on the minds of Americans, with 42% following very closely.

About one-quarter of the public paid close attention to the FDA's controversial decision to make the abortion pill RU-486 available for sale in the United States. Women followed the story somewhat more closely than men (29%-23%).

News interest was down for the Olympics in Australia. Just 27% followed events in Sydney very closely compared to 1996 when 45% paid very close attention to the Atlanta games. The release of nuclear scientist Wen Ho Lee from prison stirred little interest — just 13% paid very close attention to this story. About one-in-five Americans closely followed the original accusations that China stole sensitive military technology from the United States last year.

On the international front, 18% paid very close attention to civil unrest and protests in Yugoslavia that led to the ouster of President Slobodan Milosevic. Renewed violence in the Middle East attracted close attention from 21% of the public.

ABOUT THE SURVEY

Results for the survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,331 (1,009 registered voters) adults, 18 years of age or older, during the period October 4-8, 2000. For results 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 registered voters (N=1,009), the sampling error is plus or minus 3.5 percentage points. For results based on either Form 1 (N=494) or Form 2 (N=515) registered voters, the sampling error is plus or minus 5 percentage points.

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
EARLY OCTOBER 2000 POLITICAL SURVEY
FINAL TOPLINE
October 4-8, 2000
N = 1,331 General Public
N = 1,009 Registered Voters

NOTE: ALL NUMBERS IN SURVEY, INCLUDING TREND FIGURES, ARE BASED ON REGISTERED VOTERS EXCEPT WHERE NOTED

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 story very closely, fairly closely, not too closely, or not at all closely? [INSERT ITEM; ROTATE ITEMS]

ITEMS b-h BASED ON TOTAL VOTING AGE POPULATION: [N=1,331]	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref.
b. The high price of gasoline these days	56	25	12	6	1=100
June, 2000 ¹	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
c. The summer Olympics in Sydney, Australia	27	28	24	21	*=100
Early September, 1996 ²	32	34	20	14	*=100
July, 1996	45	30	13	11	1=100
d. Nuclear scientist Wen Ho Lee being released from prison, after being suspected of spying	13	25	27	34	1=100
e. The recall of defective Firestone tires	42	34	16	8	*=100
f. The FDA's decision to make the abortion pill, RU-486, available for sale in the United States	26	32	23	18	1=100

¹ In August 1990 through June 2000 the question was worded "Recent increases in the price of gasoline."

² In 1996 the question was worded "the summer Olympic Games in Atlanta."

Q.2 CONTINUED ...

		Very closely	Fairly closely	Not too closely	Not at all closely	(VOL.) DK/Ref.
g.	Renewed violence in the Middle East between the Palestinians and the Israelis	21	30	27	21	1=100
	January, 1997 ³	12	23	29	35	1=100
	May, 1988 ⁴	18	37	34	9	2=100

ITEM ONLY ASKED OCT 6-8, 2000: [N=632]

h.	Civil unrest and rioting in Belgrade, Yugoslavia	18	27	24	31	*=100
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ASK ALL:

Q.12 If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district?

IF ANSWERED '3' OTHER OR '9' DON'T KNOW IN Q.12, ASK:

Q.12a As of TODAY, do you LEAN more to the Republican or the Democrat?

	Republican/ <u>Lean Rep.</u>	Democrat/ <u>Lean Dem.</u>	Other/ <u>Undecided</u>
October, 2000	43	47	10=100
July, 2000	43	47	10=100
February, 2000	44	47	9=100
October, 1999	43	49	8=100
June, 1999	40	50	10=100
November, 1998	42	48	10=100
Late October, 1998	40	47	13=100
Early October, 1998	43	44	13=100
Early September, 1998	45	46	9=100
Late August, 1998	44	45	11=100
Early August, 1998	42	49	9=100
June, 1998	44	46	10=100
March, 1998	40	52	8=100
February, 1998	41	50	9=100
January, 1998	41	51	8=100
August, 1997	45	48	7=100
Early November, 1996 ⁵	44	48	8=100
October, 1996	42	49	9=100
Late September, 1996	43	49	8=100
Early September, 1996	43	51	6=100
July, 1996	46	47	7=100
June, 1996	44	50	6=100
March, 1996	44	49	7=100
January, 1996	46	47	7=100
October, 1995	48	48	4=100
August, 1995	50	43	7=100
November, 1994	45	43	12=100
October, 1994	47	44	9=100
Early October, 1994	52	40	8=100
September, 1994	48	46	6=100
July, 1994	45	47	8=100

³ In January 1997 the story was listed as "Renewed tensions between Israelis and Palestinians over Hebron."

⁴ In May 1988 the story was listed as "The conflict in the Middle East between the Palestinians and the Israelis in the occupied territories."

⁵ Early November 1996 trend based on likely voters.

Now thinking again about your vote for Congress this fall...

Q.20 What will make the biggest difference in how you vote for Congress in your district — national issues, local or state issues, the candidate's political party, or the candidate's character or experience? **(IF MORE THAN ONE, PROBE:)** Well, which is most important?

	National Issues	State/Local Issues	Political Party	Character/ Experience	Other	None	DK/ Ref.
October, 2000	21	42	9	21	1	1	5=100
July, 2000	18	40	6	32	1	1	2=100
Late October, 1998	20	39	5	27	3	2	4=100
Early October, 1998	23	36	7	28	1	*	5=100
Early September, 1998	22	34	5	33	2	*	4=100
Early August, 1998	20	38	5	31	2	*	4=100
June, 1998	22	37	4	32	1	1	3=100
March, 1998	18	37	6	35	1	1	2=100
November, 1996	23	38	6	25	2	*	6=100
October, 1996	19	45	7	26	1	1	1=100
Late September, 1996	25	38	6	24	2	*	5=100
Early September, 1996	18	42	6	30	1	*	3=100
November, 1994	22	38	5	30	1	*	4=100
Late October, 1994	22	38	3	29	3	1	4=100
Early October, 1994	22	27	5	39	2	1	4=100
CBS/NYT: 10/24-28, 1986	22	25	6	40	1	1	5=100
CBS/NYT: 9/28-10/1, 1986	20	23	9	41	3	*	4=100

Q.21 Will the issue of which party controls Congress, the Republicans or the Democrats, be a factor in your vote, or not?

	July 2000	Late Oct 1998	Early Oct 1998	Early Sept 1998	Early Aug 1998	June 1998
46 Yes, will be a factor	46	46	47	41	44	45
50 No, will not	49	50	49	56	53	51
<u>4</u> Don't know/Refused	<u>5</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>
100	100	100	100	100	100	100

Q. 22 Would you like to see your Representative in Congress be re-elected in November, or not?

	Yes	No	(VOL.) Congressperson	
			Not running	No Opinion
October, 2000	60	17	1	22=100
July, 1999	66	23	*	11=100
Late October, 1998	64	19	1	16=100
Early October, 1998	58	20	2	20=100
Early September, 1998	63	20	1	16=100
March, 1998	63	21	1	15=100
January, 1998	66	23	0	11=100
August, 1997	66	22	0	12=100
Early November, 1996	60	16	3	21=100
October, 1996	62	19	2	17=100
Late September, 1996	55	17	2	26=100
Early September, 1996	62	19	2	17=100

Q. 22 CONTINUED ...

	(VOL.)			
	Yes	No	Congressperson Not running	No Opinion
November, 1994	58	25	1	16=100
October, 1994	55	30	2	13=100
Early October, 1994	49	29	2	20=100
Gallup: October 1990	62	22	2	14=100

Q.23 Regardless of how you feel about your own representative, would you like to see most members of Congress re-elected in the next congressional election, or not?

		July	Late	Early	Early	March	Jan	Aug	Early	Nov	Late	Early
		1999	Oct	Oct	Sept				Sept		1994	Oct
40	Yes	41	41	39	46	45	44	45	43	31	31	28
34	No	47	37	39	36	41	43	42	43	51	56	56
<u>26</u>	Don't know/Refused	<u>12</u>	<u>22</u>	<u>22</u>	<u>18</u>	<u>14</u>	<u>13</u>	<u>13</u>	<u>14</u>	<u>18</u>	<u>13</u>	<u>16</u>
100		100	100	100	100	100	100	100	100	100	100	100

Now, turning away from the election for a moment...

Q.24 What is the biggest problem facing YOU and YOUR FAMILY these days? (OPEN END. RECORD VERBATIM RESPONSE. PROBE FOR CLARITY. IF MORE THAN ONE MENTION, RECORD ALL IN ORDER OF MENTION)

		U.S. News & -- World Report --					
		Late Sept 1996	March 1994	Dec ⁶ 1993	Aug 1992	May 1992	Jan 1992
17	Healthcare/High cost of health insurance	8	8	15	11	8	10
15	Not enough money/Paying bills/Making ends meet	22	26	27	20	18	22
13	High prices/Cost of living and housing	4	4	6	7	8	10
12	Taxes/High taxes	14	6	6	8	9	7
7	Quality of Education/What's going on in schools	5	2	1	3	*	*
7	Unemployment/Low paying jobs	6	9	12	26	27	27
4	Economy/Recession/Business (general)	5	3	4	18	31	20
4	Family/Personal/Health problems	5	8	5	2	3	5
3	Social Security	--	--	--	--	--	--
2	Morality/Family values	3	1	1	2	*	*
2	Government/Government corruption	1	1	1	5	4	*
2	Lack of time	--	--	--	--	--	--
2	Retirement	--	--	--	--	--	--
2	Fear of Crime/Violence	5	4	6	*	*	*
1	Racial tension	--	--	--	--	--	--
1	Issues facing the elderly	7	3	3	3	*	*
1	Environment	*	*	*	*	1	*
1	Child care	3	5	3	3	5	4
*	Welfare	*	--	--	--	--	--
8	Other	2	2	8	7	22	8
18	No problems/Don't know	21	28	16	11	7	13
28	PERSONAL FINANCES (NET)	26	29	n/a	n/a	n/a	n/a
17	HEALTH CARE (NET)	8	8	n/a	n/a	n/a	n/a
10	ECONOMY (NET)	13	12	n/a	n/a	n/a	n/a

⁶ All figures from December 1993 are based on general population.

Q.25 Do you think the person who is elected president can make a difference in your ability to deal with this problem or not?

BASED ON THOSE WHO MENTIONED A PROBLEM: [N=867]

		<u>Late Sept 1996</u>
62	Yes	63
29	No	28
<u>9</u>	Don't know/Refused	<u>9</u>
100		100

IF RESPONDENT ANSWERED '1' YES IN Q. 25, ASK:

Q.25a Which presidential candidate would help you most with this problem? (**READ RESPONSES**)

BASED ON TOTAL REGISTERED VOTERS:

		<u>Late Sept 1996</u>		
25	Al Gore	23	⇒	Bill Clinton
21	George W. Bush	17	⇒	Bob Dole
2	Ralph Nader, OR	3	⇒	Ross Perot
1	Pat Buchanan	--	⇒	n/a
1	None (VOL.)	1	⇒	None (VOL.)
<u>4</u>	Don't know/Refused	<u>5</u>	⇒	Don't know/Refused
54%		49%		

ROTATE Q.28 AND Q.29

Q.28 In the Presidential campaign so far, do you think Al Gore has been too personally critical of George W. Bush, or not?

Clinton Critical of Dole

		<u>Late Sept 1996</u>
29	Too personally critical	21
61	Not too personally critical	70
<u>10</u>	Don't know/Refused	<u>9</u>
100		100

Q.29 In the Presidential campaign so far, do you think George W. Bush has been too personally critical of Al Gore, or not?

Dole Critical of Clinton

		<u>Late Sept 1996</u>
40	Too personally critical	53
50	Not too personally critical	40
<u>10</u>	Don't know/Refused	<u>7</u>
100		100

Q.30 Apart from whom you support, which presidential candidate have you heard the most about in the last week or so in newspapers, on television or on radio? (**DO NOT SUGGEST ANSWERS**)

		<u>Late Sept 1996</u>	<u>Oct 14-18 1992</u>	<u>Oct 9-13 1992</u>	<u>Sept 25-29 1992</u>		
30	Al Gore	47	39	37	40	⇒	Clinton
22	George W. Bush	31	14	16	29	⇒	Dole/Bush, Sr.
n/a	Other	4	28	31	19	⇒	Perot
42	Both equally	--	--	--	--	⇒	n/a
<u>6</u>	None/Don't know/Refused	<u>18</u>	<u>19</u>	<u>16</u>	<u>12</u>	⇒	None/Don't Know/Refused
100		100	100	100	100		

Q.31 So far, have you seen any of Gore's campaign commercials on TV, or not?⁷

		----- Clinton -----			
		Late Sept	Oct 14-18	Oct 9-13	Sept 25-29
		<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>
57	Yes	63	57	59	75
41	No	35	40	39	24
<u>2</u>	Don't know/Refused	<u>2</u>	<u>3</u>	<u>2</u>	<u>1</u>
100		100	100	100	100

IF ANSWERED 'YES' IN Q. 31 ASK: [N=578]

Q.32 What grade would you give these commercials as being a convincing reason to vote for Al Gore? Would you grade them A, B, C, D or Flunk?

		----- Clinton -----			
		Late Sept	Oct 14-18	Oct 9-13	Sept 25-29
		<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>
11	A	9	17	15	16
28	B	28	35	25	30
26	C	32	24	25	27
10	D	10	8	12	8
19	Flunk (F)	18	14	19	16
<u>6</u>	Don't know/Refused	<u>3</u>	<u>1</u>	<u>4</u>	<u>3</u>
100		100	100	100	100

ASK ALL:

Q.33 So far, have you seen any of Bush's campaign commercials on TV, or not?

		<i>Dole</i>
		<u>Late Sept 1996</u>
61	Yes	70
37	No	29
<u>2</u>	Don't know/Refused	<u>1</u>
100		100

IF ANSWERED 'I' YES IN Q.33 ASK: [N=611]

Q.34 What grade would you give these commercials as being a convincing reason to vote for George W. Bush? Would you grade them A, B, C, D, or Flunk?

		<i>Dole</i>
		<u>Late Sept 1996</u>
7	A	4
29	B	20
33	C	37
12	D	17
13	Flunk (F)	19
<u>6</u>	Don't know/Refused	<u>3</u>
100		100

7

In 1992 the question was asked "In the past few days have you seen any television commercials on behalf of Bill Clinton's candidacy? ... Only tell me 'yes' if you have seen paid commercials for Clinton on TV in the past few days."

ROTATE Q.38 AND Q.39

On a different subject...

ASK FORM 1 ONLY: [N=494]

Q.38F1 Would you say the press has been fair or unfair in the way it has covered George W. Bush's election campaign?

		<i>Dole</i>	<i>Bush, Sr.</i>
		<u>Early Sept 1996</u>	<u>Sept 1992</u>
65	Fair	65	71
25	Unfair	25	22
<u>10</u>	Don't know/Refused	<u>10</u>	<u>7</u>
100		100	100

Q.39F1 Would you say the press has been fair or unfair in the way it has covered Al Gore's election campaign?

		<i>---- Clinton ----</i>	
		<u>Early Sept 1996</u>	<u>Sept 1992</u>
74	Fair	67	74
15	Unfair	24	21
<u>11</u>	Don't know/Refused	<u>9</u>	<u>5</u>
100		100	100

ASK FORM 2 ONLY: [N=515]

Q.40F2 Who do you think most newspaper reporters and TV journalists want to see win the presidential election — George W. Bush or Al Gore?

		<u>Early Sept 1996</u>	<u>Sept 1992</u>		
23	Bush	17	17	⇒	Dole / Bush
47	Gore	59	52	⇒	Clinton
n/a	Other	1	--	⇒	Perot
6	Neither (VOL.)	2	5	⇒	None (VOL.)
<u>24</u>	Don't know/Refused	<u>21</u>	<u>26</u>	⇒	Don't know/Refused
100		100	100		

Q.41F2 How often do you think members of the news media let their own political preferences influence the way they report the news... often, sometimes, seldom or never?

		<u>Sept 1992</u>
57	Often	49
32	Sometimes	35
8	Seldom	12
1	Never	2
<u>2</u>	Can't say/Don't know/Refused	<u>2</u>
100		100

Finally, I'd like to ask you a few questions for statistical purposes only...

Q.51 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	<u>Yes</u>	<u>No</u>	<u>DK/Ref.</u>
October, 2000	73	27	*=100
September, 2000	72	28	0=100

IF YES (USE A COMPUTER), ASK:

Q.52 Do you ever go online to access the Internet or World Wide Web, or to send and receive email?

BASED ON TOTAL REGISTERED VOTERS:

	<u>Goes Online</u>	<u>Doesn't Go Online</u>	<u>DK/Ref.</u>
October, 2000	62	11	0=100
September, 2000	60	40	0=100